

The Retailer's Guide to Marketing on Facebook



INTRODUCTION

If you own a retail store and haven't set up a page on Facebook, you are missing out on many incredible opportunities. You may have been holding off on joining the Facebook craze because you simply don't see the point; if you don't use Facebook in your personal life, you may be completely unfamiliar with it. No matter what the primary reason is, it's probably not good enough to completely steer clear of the popular social networking service. This e-book takes an in-depth look at why Facebook is such a critical part of any retailer's success.

Online and Offline Success

It's easy to see why online stores should have presences on Facebook. After all, they are going to draw a lot of business from people who follow links on Facebook to their online storefronts. What if your store is strictly a brick-and-mortar business, though? In that event, you may feel that getting active on Facebook is totally beside the point. Your customers walk in through actual doors and walk out with tangible products. What's the point in advertising your business on Facebook if people can't buy your products online?

The truth of the matter is that Facebook is a great way to market online and brick-and-mortar businesses. In the case of the latter, you should look at all forms of online marketing as virtual telephone directories. People are increasingly turning away from the traditional Yellow Pages and using the Internet instead. Many times, they are accessing sites like Facebook through mobile devices while they are out actively looking for local businesses. If you fail to create a presence on Facebook, then, a person who's driving within a few miles of your store may pass it by for a business that does advertise on the social networking giant.

There are many great ways to bridge the online and offline gap with Facebook. You can encourage repeat business by offering incentives for people to "like" your business, for instance. By regularly offering online coupons, you can remind people about your business on a regular basis. If one thing's for sure, it's that customers can be notoriously fickle. A person who visits your store a few times a week can be led astray by a competitor who offers slick online deals. Why get left in the dust when Facebook is so easy to use?

What You'll Find in this Guide

This e-book contains a vast wealth of information about making the most of Facebook as a retail business. There are many facets to using Facebook that are immensely beneficial for businesses of all sizes. The one thing that you need to keep in mind as you read through this guide is that you need to be open to new things and ideas. Don't let the fact that Facebook is a social networking site scare you away. You don't have to create a personal account on the site if you don't want to do so. A few of the highlights that will be covered within these pages include:

Using Facebook to Find New Customers - This section not only explains how you can use Facebook to find new customers, but it provides compelling evidence about Facebook's power to keep existing customers coming back for more. A wide range of fascinating statistics will be provided to back up this compelling information.

Getting Started - The toughest step is usually the first one. This section introduces you to everything that you need to kick-start your Facebook adventure. You're sure to be pleasantly surprised by how streamlined, easy and intuitive it is to put this social networking site to work for you. Clear instructions are also provided for setting up your own listing on Facebook Places, which works a lot like Foursquare and is rapidly becoming an extremely popular part of the Facebook experience.

Things to Consider as You Get Started - This section addresses the concerns and questions that many retailers have before diving into the Facebook game. It provides food for thought that is sure to bolster your success with Facebook.

Essential Elements of Achieving Success with Facebook - Several great tips are included in this section. They are designed to improve your experience and to increase the odds of getting new and repeat business.

The Don'ts of Facebook Marketing - If you really want to achieve phenomenal success with marketing your site on Facebook, you should take care to avoid these all-too-common mistakes.

Facebook Deals - Although the service isn't live yet, it is inspired by Groupon and works in much the same way. By getting on board with it early, you stand a chance of developing even more profitable business through Facebook.

If you are ready to find out how to put Facebook to work for your business, dig into those sections on the following pages!

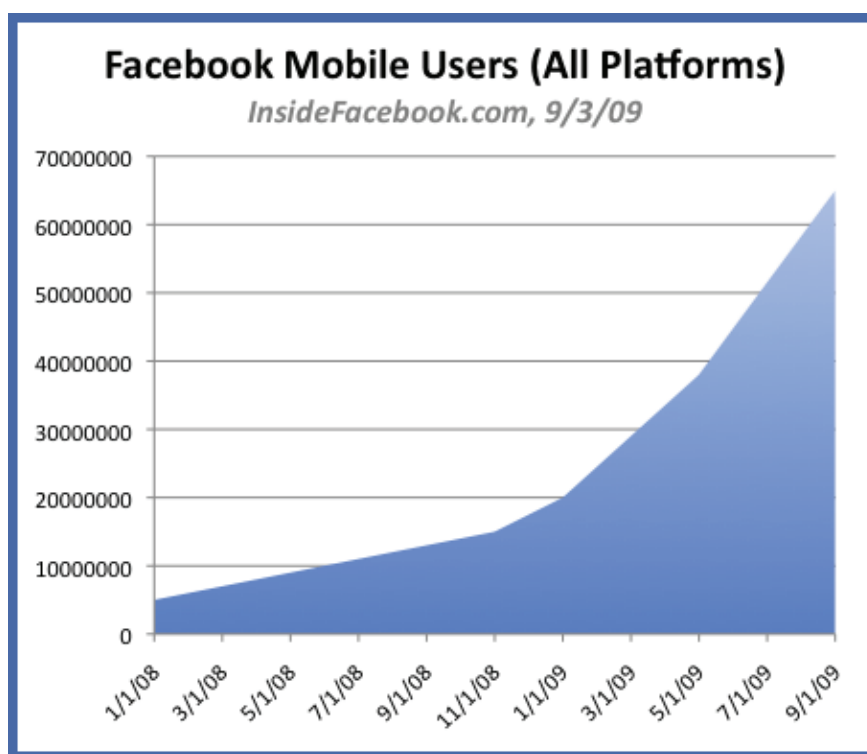
REASONS TO USE FACEBOOK TO FIND NEW CUSTOMERS – AND TO KEEP THEM COMING BACK

If you are on the fence about using Facebook to market your business, you are not alone. Many people are completely at a loss about why this social networking site is so beneficial to business of all sizes. Without any hard or firm evidence, you may be reluctant to dedicate any time or effort to creating and maintaining a Facebook page. Here's the thing: Setting up a Facebook page for your business is easy. Maintaining it is a breeze. Most importantly, statistics show that Facebook reaches a vast audience that can bring your success to whole new levels.

Facebook isn't just a great way to draw in new customers; it's also a smart way to keep them coming back again and again. It's easy for people to become distracted. Loyal customers are hard to find. By using Facebook properly, you can increase the number of loyal, repeat customers that your business enjoys. It doesn't matter what the nature of your business is either. What matters is that you need customers and that you want to connect with them.

Millions of People Use Facebook

Millions of people are signed up to use Facebook. According to the site's statistics page (www.facebook.com/press/info.php?statistics), the site boasts more than 500 million active users. That is a staggering number by any standard, especially when you consider the fact that those are all people who use the site regularly. According to the site, half of those 500 million people log in at least one time per day. If you can connect with your customers, then, you can get at least some of their attention at least one time per day.



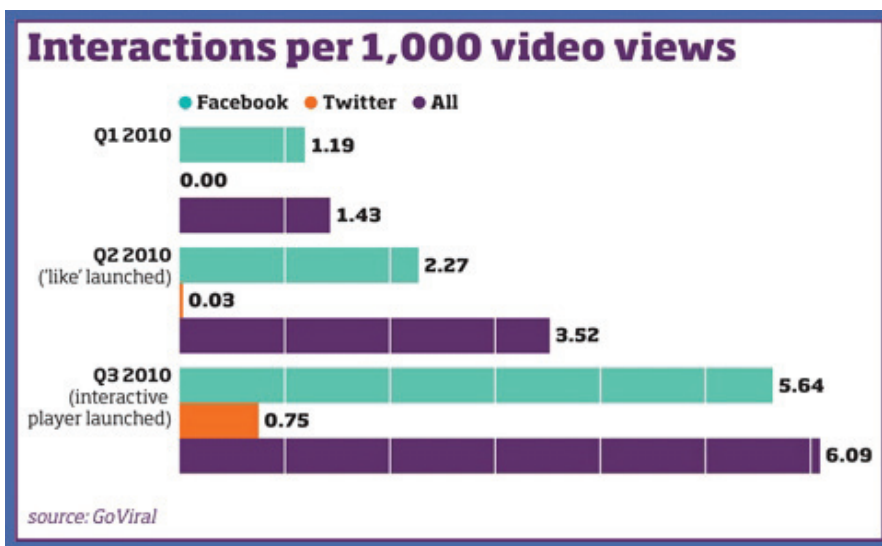
The average Facebook user is connected to about 80 community pages, groups and events. Your business's page could be one of them. People connect with those pages to keep informed about what is going on. When a person "likes" a business page, they don't just do so to show their support – they also do so to stay in the loop about sales, specials, deals and other news.

Your Customers Probably Spend a Lot of Time on Facebook

As noted above, a considerable number of the Facebook's active users log into the site at least one time per day. When you set up a business page, you will be able to post messages that will appear on people's news feeds. Those messages will undoubtedly be seen by a large number of people. Some folks even stay logged in to Facebook throughout the day; others are always connected through their cell phones and mobile devices.

According to the Facebook statistics page, the average user has about 130 friends. If one person "likes" your page, their friends will be notified of it. In turn, many of them may choose to "like" your page too. Before you know it, you have a ripple effect that garners you dozens and dozens of fans. The more fans you have, of course, the more beneficial your Facebook page will be for your business. The beautiful thing about all of these connected people is that these snowball effects are fairly common.

Facebook is the Most Successful Social Marketing Channel



Social media, marketing and networking are all popular nowadays. While many people are signed up with LinkedIn and Twitter, more of them use Facebook than anything else. There are limitations on those other sites that do not apply to Facebook. For instance, LinkedIn is primarily used for business networking; those who don't need to network for their jobs don't sign up for the site. Twitter is a fun way to

stay in touch with others, but it doesn't have the robust features that Facebook does.

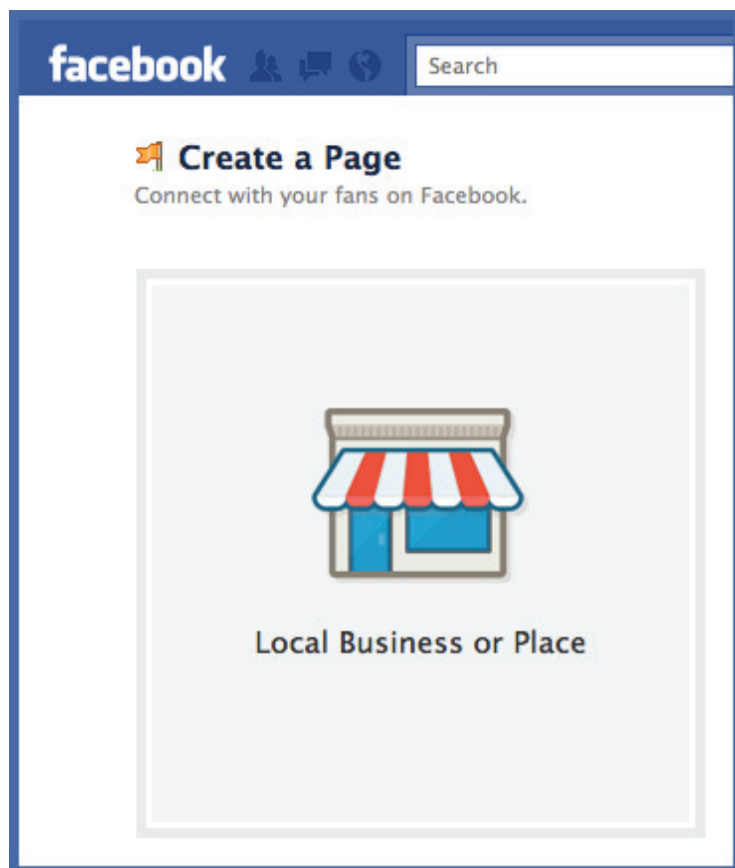
If you could only choose one social media site to market your business on, Facebook would be the best option. Like Twitter, it allows you to post updates that are broadcast to all of your fans or followers. Like LinkedIn, it makes it easy to stay in touch with others within your industry. Unlike those other social media sites, Facebook makes it a breeze to market your business with special offers and other deals.

GETTING STARTED WITH FACEBOOK: THE BASICS

It is in Facebook's best interests to have as many businesses get on board as possible. As a result, they make it very easy to do so. There's no need to be overwhelmed by the process of setting up your own business page on Facebook. You don't have to be especially tech-savvy or comfortable with the Internet to make it work either.

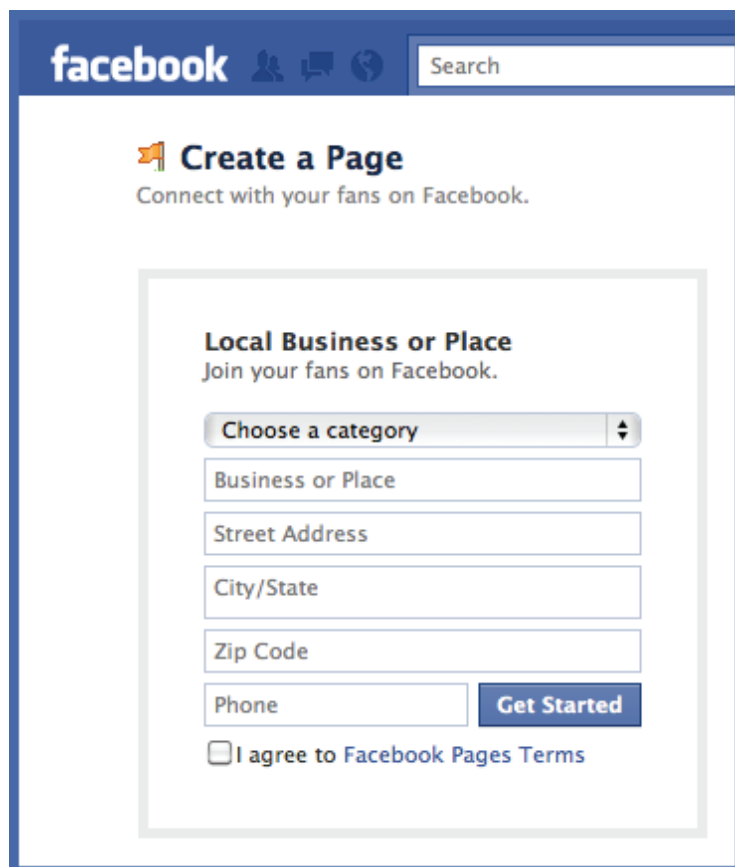
The most important part of setting up a Facebook page for your business is, well, setting it up in the first place. Too many companies sit around twiddling their thumbs and never kick-start this all-important first step. Once you get the ball rolling, you're sure to be pleasantly surprised by just how easy it is. After you have the page set up, updating and maintaining it is intuitive and simple.

Creating a Page for Your Store



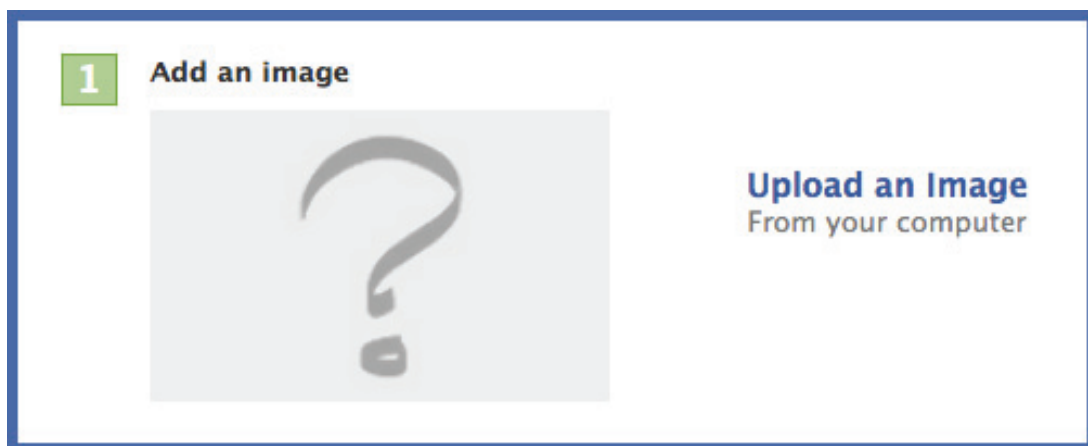
This is the part where many retailers quit before they even get started. Before you do anything else, head over to www.facebook.com/pages/learn.php. In-depth, highly detailed instructions for setting up a Facebook page are located there. Steps include:

Choose a Category and a Name – Just peruse the list until you find the category that describes your business the best. The name should be the exact name of your business.



The screenshot shows the Facebook 'Create a Page' interface. At the top, the Facebook logo and a search bar are visible. Below them is the 'Create a Page' heading with the subtext 'Connect with your fans on Facebook.' The main section is titled 'Local Business or Place' with the subtext 'Join your fans on Facebook.' It contains a dropdown menu for 'Choose a category' with 'Business or Place' selected. Below this are input fields for 'Street Address', 'City/State', 'Zip Code', and 'Phone'. A 'Get Started' button is positioned to the right of the 'Phone' field. At the bottom, there is a checkbox labeled 'I agree to Facebook Pages Terms'.

Upload a Picture – You can use a logo, a photograph of the outside of your store or anything else you would like.



The screenshot shows the 'Add an image' step, indicated by a green box with the number '1'. It features a large, light gray square with a question mark inside, representing the image upload area. To the right of this area, the text 'Upload an Image' is displayed in blue, with 'From your computer' in gray below it.

Add Info – This is where you can add the sorts of things that you'd find in the Yellow Pages. Be as detailed as possible so people can find your store.

A screenshot of the Facebook 'Basic Info' section for a business page. It features a grey header with a downward arrow and the text 'Basic Info'. Below this, there are three input fields: 'Address:', 'City/Town:', and 'Zip:'. Each field is represented by a text label followed by a rectangular input box.

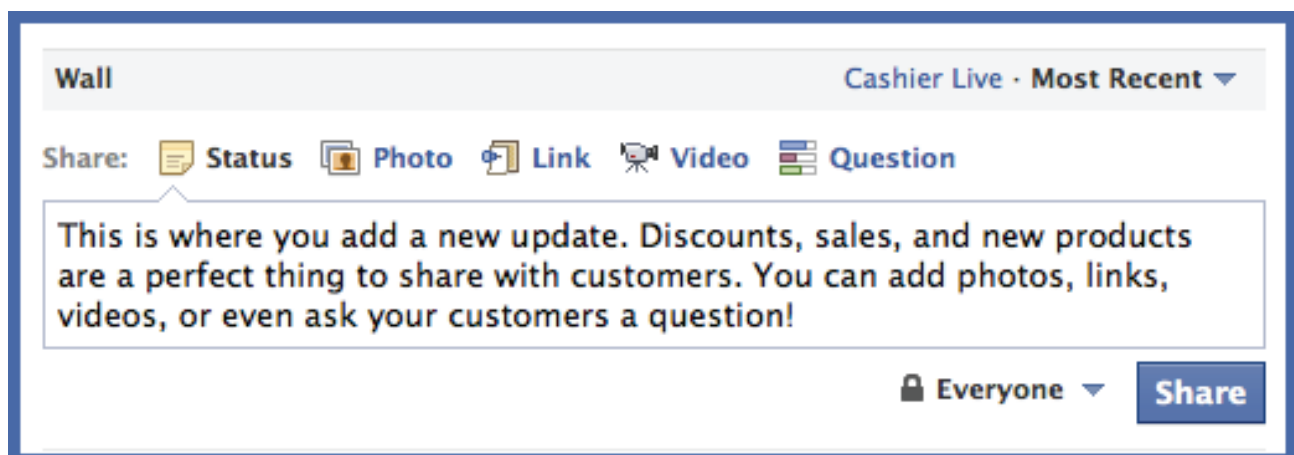
Add Compelling Content – This step will vary from one business to the next. Add videos, use an app that allows people to make reservations or try out one of the thousands of other apps that are available.

Publish – Once you have published your page, you will be able to tweak it even more. Change what people see when they initially land on your page and edit whether or not people can post comments to your page's wall.

Update Frequently – Don't just walk away and never use your Facebook page again. Make sure to log in regularly and send updates to your fans. Interact with them as much as you can for best results.

Posting New Content

As mentioned above, it's critical to update your Facebook page regularly. A great way to do that is by adding new content to it all the time. The more comfortable you become with using Facebook pages, the easier this part will be. Post links to blogs that you write, poll your fans to find out what they like and don't like or encourage them to tag photos of them in your store or using your products. There's no end to the possibilities when it comes to creating engaging and interesting content for a Facebook business page.

A screenshot of the Facebook 'Wall' section. At the top, it says 'Wall' on the left and 'Cashier Live · Most Recent' with a dropdown arrow on the right. Below this is a row of sharing options: 'Share:' followed by icons and labels for 'Status', 'Photo', 'Link', 'Video', and 'Question'. A text input field is positioned below these options, containing the text: 'This is where you add a new update. Discounts, sales, and new products are a perfect thing to share with customers. You can add photos, links, videos, or even ask your customers a question!'. At the bottom right of the input field, there is a lock icon, the text 'Everyone' with a dropdown arrow, and a blue 'Share' button.

Understanding “Likes”

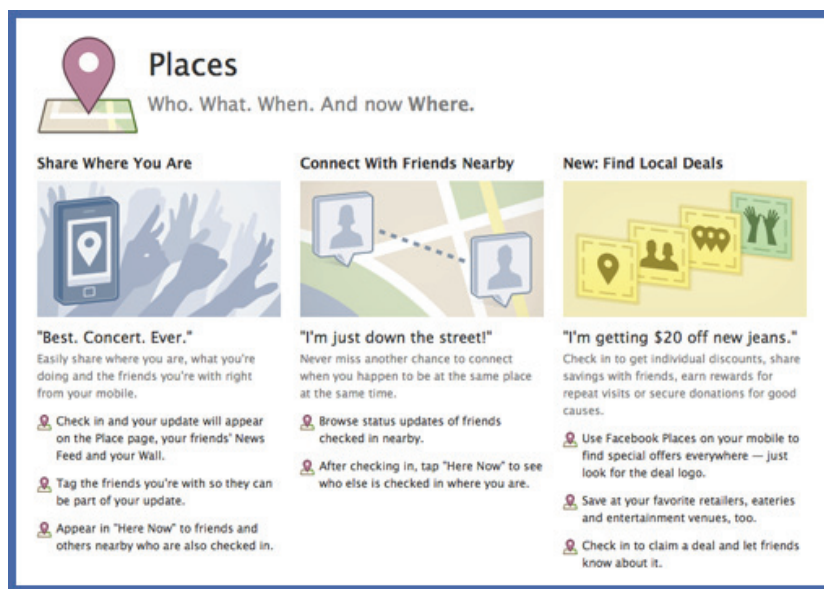
If you already use Facebook in your personal life, you are probably already aware of what “likes” are. In case you don’t already know, a “like” is a button that a person can click that essentially demonstrates their approval or support of a video, link, photo or status update. People can also “like” business pages. The more “likes” that your page accumulates, the more people are going to receive your updates and news.

Whenever a person “likes” something, their friends receive status updates that tell them about it. As a result, each like sends a powerful message to a person’s group of friends. It’s important to not only have lots of people “like” your page, but to have them “like” the content that you post as well. Every time you receive a “like,” it is akin to receiving a stamp of approval. The best part is that it can spread the word about your business and its products and services.

Facebook Places

Foursquare has proven to be a wildly popular concept. It’s no big shocker, then, that Facebook has followed suit with its own version. Facebook’s version of Foursquare is called Facebook Places. It’s crucial to claim your Places listing as early as possible. To do that, log onto Facebook and search for your business. When you find it, click on the link that says “Is this your business?” After you click through a few verification pages, you will be notified to expect a call to the business’s main number

from Facebook. From there, you will receive a four-digit pin that will prove that you are the rightful representative of the company in the listing. You will be able to edit your Places listing, and you will be able to merge it with your Facebook page too.



The graphic is titled "Places" with the tagline "Who. What. When. And now Where." It features three columns of information:

- Share Where You Are:** Includes an icon of a smartphone with a location pin. Text: "Best. Concert. Ever." "Easily share where you are, what you're doing and the friends you're with right from your mobile." Steps: 1. Check in and your update will appear on the Place page, your friends' News Feed and your Wall. 2. Tag the friends you're with so they can be part of your update. 3. Appear in "Here Now" to friends and others nearby who are also checked in.
- Connect With Friends Nearby:** Includes an icon of two people with location pins. Text: "I'm just down the street!" "Never miss another chance to connect when you happen to be at the same place at the same time." Steps: 1. Browse status updates of friends checked in nearby. 2. After checking in, tap "Here Now" to see who else is checked in where you are.
- New: Find Local Deals:** Includes an icon of a hand holding a coupon. Text: "I'm getting \$20 off new jeans." "Check in to get individual discounts, share savings with friends, earn rewards for repeat visits or secure donations for good causes." Steps: 1. Use Facebook Places on your mobile to find special offers everywhere — just look for the deal logo. 2. Save at your favorite retailers, eateries and entertainment venues, too. 3. Check in to claim a deal and let friends know about it.

CONSIDERATIONS TO MAKE BEFORE GETTING STARTED

Now that you know the basics about starting a Facebook page, you may be anxious to get moving on it. Before you do that, though, you should take a few important points into consideration. The following sections highlight a few of the top things to keep in mind as you use Facebook to promote your retail business.

How can You Convince People to “Like” Your Page – and to Keep Visiting It?



The minutes after creating a Facebook page for a business can be pretty anticlimactic. The idea of “if you build it, they will come” definitely doesn’t hold true when it comes to this situation. You are going to need to find a way to convince people to like your page. To do that, you need to make them aware that it exists in the first place. If you already have a website that gets a decent amount of traffic, put a link to your Facebook page on it right away. Include links to your Facebook page on your email messages; print the URL to your Facebook page on store receipts too, if you’d like.

Once you’ve convinced people to like your page, you need to keep them coming back for more. To do that, avoid being spammy. Don’t flood people’s news feeds with barrages of status updates. Work hard to provide links to interesting, engaging content. Sprinkle your updates with great deals and specials for your business. Keep people hungry for more so that they enjoy being a fan of your business on Facebook.

The Importance of Engaging with Customers

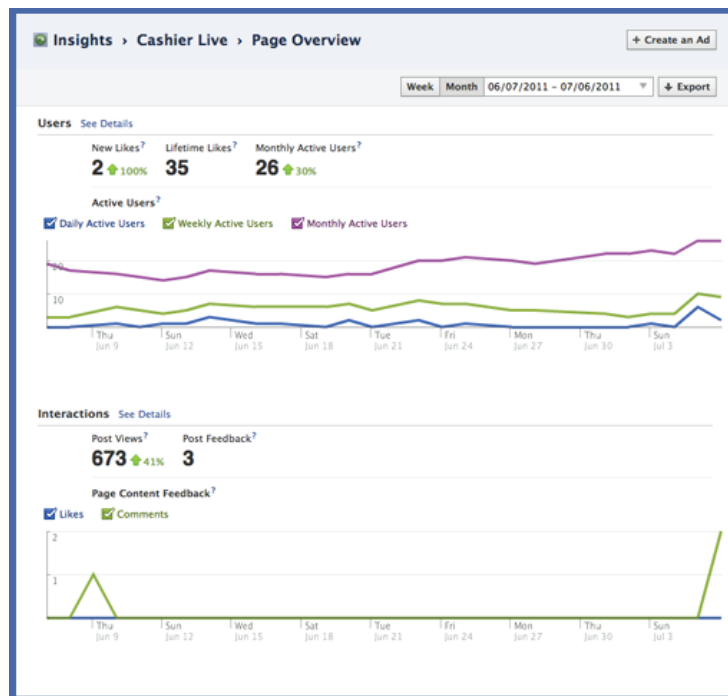
It’s easy to spot a Facebook business page that has been set up and abandoned. Its wall is usually filled with spam messages and no real people seem to be interacting on it. When people see that your page is “dead,” they will probably end up deleting it sooner rather than later. To keep people interested, you need to interact with them regularly. Watch your stream for mentions of your business; hold drawings and announce the winners by tagging them in your posts. Little things like this will pique people’s interest and make them glad that they are fans.

You Must be in it for the Long Haul

You can't expect instant gratification when you set up a Facebook page for your business. You are not going to be flooded with "likes" or accumulate thousands of fans within a few weeks of setting up your page. Like anything online, building success takes time. The tradeoff is that all of that hard work will generate new business for you. The key is to keep at it. Enter into this situation with the clear understanding that there is no finish line. Maintaining a Facebook page has to be an ongoing process if you want it to succeed.

Tracking Actions

It's easy to be left in the dark when it comes to the success of your Facebook page. How can you tell whether or not it's having a positive impact for your business? You need to find ways to track its success. There are many ways to do this. One way is to encourage people to mention your Facebook page when they come into your store; another is to offer an incentive for people to "check in" to your store on Facebook pages. Post links to coupons for your store and keep track of how many people use them. Monitor the traffic to your store's website; if its Facebook page is doing well, traffic should spike.



Leveraging Existing Assets to Promote Your Business on Facebook

Before you get going with your Facebook page, think of ways in which you can attract customers to your store through existing assets. For instance, post regular links to your store's website if you maintain a blog there. When sales take place, create event listings for them on Facebook and invite your fans to attend. If you create content elsewhere on the Internet, post links to it on your Facebook page. Create a discussion area on your page and encourage people to share their comments about your store. This is a great way to generate buzz and to keep people coming back for more.



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THE TOP WAYS TO USE FACEBOOK TO MARKET YOUR STORE

This is where we get to the “meat” of the issue, as it were. In this section, you will find a bounty of fantastic tips for marketing your retail business on Facebook. You will be ready to put these tips to work when you have successfully set up a Facebook page and have garnered at least a few fans. These tips will help you encourage existing fans to keep visiting your store; they will also help you to attract new customers, which will bring you to whole new levels of success.

Engaging with Existing and Potential Customers

The majority of what you are going to do on Facebook is going to revolve around engaging with your existing and potential customers. You need to make people feel included in what's going on. If people take the time to “like” your page, you need to keep them engaged so that they don't head for greener pastures. The following tips will point you in the right direction.

3

Tell your fans

Let your current customers and subscribers know about your new Page.



Find Fans and Get Them to “Like” Your Page – If you have collected email addresses in the past, search for them on Facebook. Send suggestions to them that encourage them to “like” your Facebook page. Only do it this way if people have voluntarily given you their email addresses. Search through other groups that relate to your business and mention your page in the discussions on their pages too.



Tell Your Existing Customers to “Like” Your Page –

Mention your Facebook page to the people who come into your store. Include a link to your Facebook page on your main website. If you have the extra money, pay for local ads to target people in your area who may be interested in your business. In short, find ways to compel people to “like” your page.

Invite Fans to Post Messages on Your Page – Many times, people “like” a page then proceed to never interact with it again. That’s often because the page does little or nothing to encourage people to interact with it. Make it clear to your fans that you encourage and enjoy activity on your page. Post questions that relate to your business and encourage people to chime in with their two cents. You can even use mildly controversial topics to get people talking.



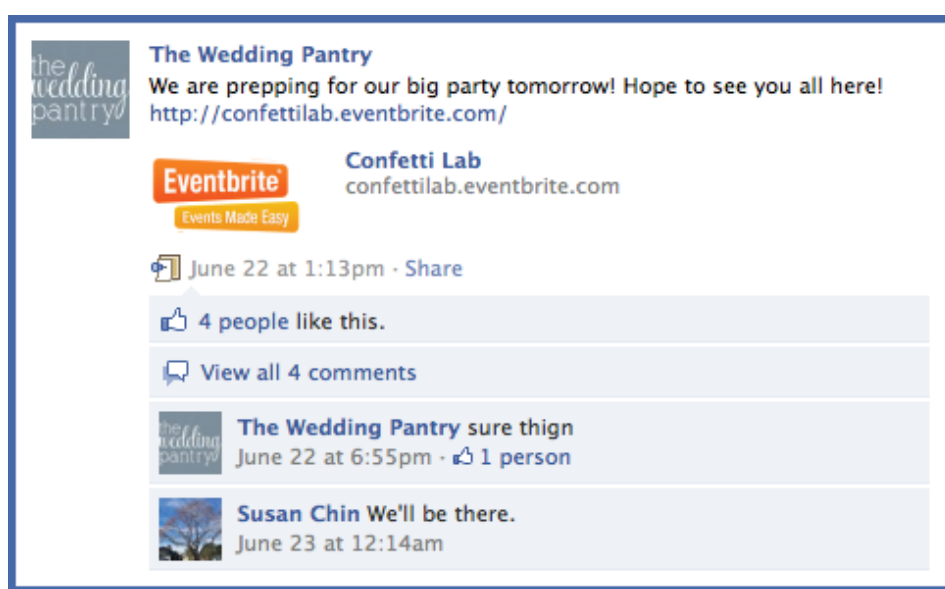
Promote Interaction in Different Ways – If you see fans mention things that relate to your business, post questions that encourage them to interact with you. Hold contests from time to time. A great idea is to hold a drawing once every week or two. Award the winner of the drawing with a freebie or some other perk. People really get into those types of contests.

Share Interesting Resources with People who “Like” Your Page – People are always looking for cool links to share with their friends and family. Stay tuned into sites like Reddit to stay abreast of interesting new links online. Try to post them as quickly as you can to Facebook. By becoming a reliable source of interesting information, you are sure to develop a very good reputation for yourself on Facebook.

Drive Action through Facebook - There’s no end to the number of ways in which you can promote your business through Facebook. You can use the site to prompt people to visit your store more regularly; you can also use it to promote your business online. As you become more comfortable with promoting your business through Facebook, you will have an easier time coming up with great ways to keep your customers engaged and happy. You want your Facebook page to be popular, but you need it to generate new business for your store. Otherwise, there’s no real benefit to using Facebook.

Encourage People to Visit Your Store with Facebook - People are always looking for great deals on the things they want and need. No matter what kind of products or services your business offers, there are sure to be many great ways to promote them on Facebook. Hold regular events at your store. In the days leading up to them, create event listings and send invitations to your fans. Mention the upcoming event every now and then in status updates. Highlight all of the great reasons to attend the event.

Whenever you put an exciting new item for sale, mention it on Facebook. Post pictures of the new item and include shots of people using it. If you can, include a video of the product in action, if applicable. To sweeten the deal, offer a special discount on the new item to anyone who mentions the Facebook post.



Offer Special Promotions or Coupons to Your Store's Fans - You need to show people that it pays to be a fan of your store on Facebook. If you don't, they may decide that "liking" your store is a big waste of time. Even if they remain fans, they may block your updates. Show people right away that there are perks to being a fan. When people become new fans, give them links to coupons that they can use in your store.

Every now and then, post a special deal that you are exclusively offering to fans of your business on Facebook. Make it clear that everyday customers will not have access to the special offer. Include a coupon that fans can print out and bring in with them. This serves the extra purpose of giving you an easy way to track the success of such campaigns. Do this regularly to keep people hungry for more.



Build Off of what You Already Have - Unless your business is brand-spanking-new, you have probably built up at least a few great ways to market it even more effectively on Facebook. Consider these pointers:

Promote Your Facebook Page Inside the Store - You don't have to plaster the URL to your Facebook page all over the store, but you should include it on things like receipts, brochures and other marketing materials. Place a stack of cards on your checkout counter that offers a bonus for people who "like" your business on Facebook.



Share Your Facebook URL Everywhere - In addition to sharing your Facebook URL inside the store, you should include links to it from your main website, blog and other social networking profiles. If you have a Twitter account, send tweets to your followers that promote your Facebook page. Add a signature to the emails that you send that includes links to your business's Facebook page.

Measure Your Results - It's smart to stay in the loop about how effective your Facebook efforts are. If you don't seem to be getting anywhere, you can think up new ideas that may bolster the popularity and effectiveness of your Facebook presence. Tracking these results doesn't have to take a lot of time, and it's generally well worth it.

Track Your "Likes" - It's really easy to track the number of people who "like" your Facebook page. Ideally, the number should grow steadily over time. If you see sudden surges, try to figure out how they are happening. If dips occur, examine your activity on Facebook to see if you are doing something wrong. You want to keep track of your "likes" because it's one of the clearest indicators of your overall success on Facebook. If your efforts and strategies are backfiring, you can figure that out right away and make changes as quickly as possible.



Use Facebook Tools to Track Engagement - When your Facebook page is in its infancy, it's easy enough to see how many people are posting comments, sharing pictures and otherwise interacting with it. As it grows, though, gauging how much its growing can be very difficult. Luckily, Facebook offers great tools that make it a breeze to track the success of your Facebook page. Monitor this data closely so that you can figure out which techniques work and which ones fall flat.

THE DON'TS OF FACEBOOK MARKETING

Just as there are many great ways to promote your business on Facebook, there are many ways to make a mess of things too. At all times, you need to keep in mind that you are representing your business on Facebook. Even though you aren't dealing with customers "face to face," you need to treat them with respect. Try to put yourself in their shoes before doing anything with your Facebook page. Would you be interested in what you are posting, or would you be annoyed and turned off? Keep things in perspective to avoid alienating your existing customers or scaring away those who may become customers of yours in the future.

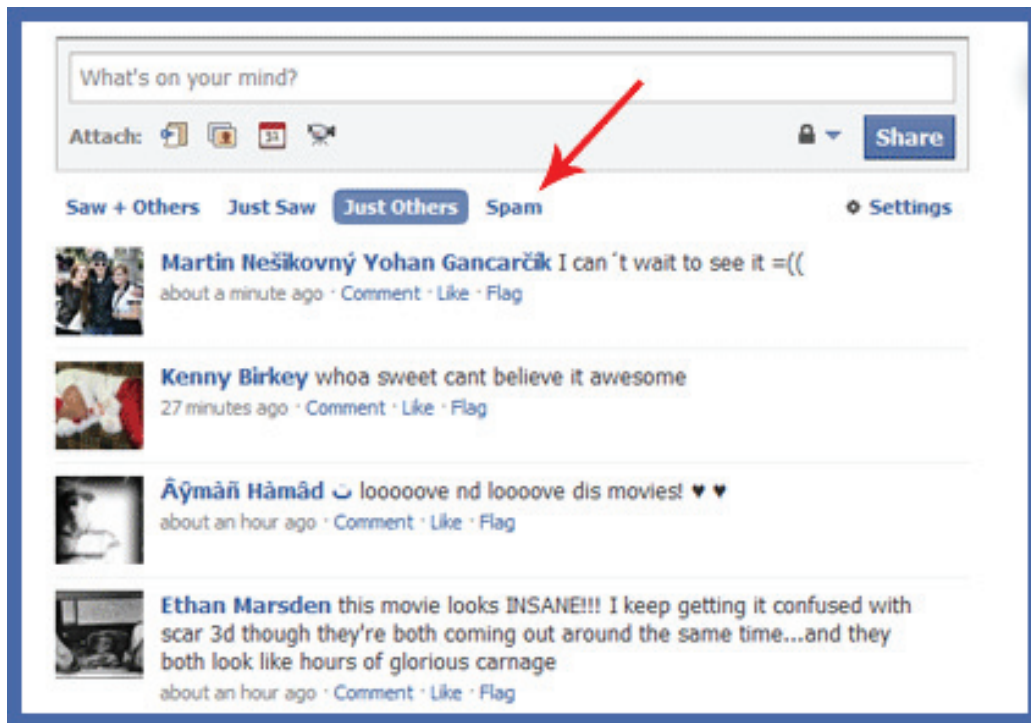
Don't Censor Your Visitors

Yes, it is aggravating to see negative comments about your business, products and services on your Facebook page's wall. By censoring them, though, you show people that you are not open to constructive criticism. Deleting people's posts is very defensive. It gives people the impression that you don't really care what they think, which is not a good thing. With the exception of spam or obscene posts – which can be handled by Facebook itself – you shouldn't remove visitors' posts. When a critical comment is posted, take the opportunity to address the person's concerns. Try to make things right. When others see such exchanges, they will know that they are dealing with an honest business.



Don't Spam People

Nothing is more annoying than logging in to Facebook and being greeted with dozens of annoying posts from one business. You aren't fooling anybody when you use those types of techniques. People can quickly and easily see that you are going to spam the living daylights out of them, and they will "unlike" you as quickly as they can. Some people might even go so far as to complain about you to their friends and relatives. Instead of promoting your business, these tactics are sure to backfire and cause you nothing but grief. As tempting as it may be, resist the urge to post dozens of random updates per day. Keep your posts relevant, interesting and relatively rare.



Don't Post too Frequently

This one dovetails with the previous point. Even if you have a lot of interesting info to share with your fans, you should still refrain from posting too frequently. Your posts will lose their power when they appear every twenty minutes or so. You need to be discerning about what you share. When people learn that you only post when you have a great deal or a neat link to share, they will continue being your fans. When they see that you have no qualms about posting dozens of completely random updates, they will most likely go running in the opposite direction.

Don't Violate Facebook's Terms of Service

There is no excuse for getting busted for violating Facebook's Terms of Service for Pages. They can be found at http://www.facebook.com/terms_pages.php. Emails are sent out whenever the TOS are updated or changed. Read through them carefully so that you can avoid any major missteps. If you get your business banned from Facebook, you will lose out on many great opportunities. Once you are banned, it is impossible to set up a new page. The only way around it is changing the name of your business and going through other elaborate measures. It's simply not worth it, so familiarize yourself with the TOS and keep them in mind in everything that you do.



Don't Back Away from Critical Posts

It's only natural to be a little taken aback by negative comments. As a business owner, though, you need to develop a tough skin. At the same time, you shouldn't just let those comments roll right off of you. You need to acknowledge them and find ways to correct things. Whenever possible, show your customers that you are willing to right wrongs. Go the extra mile whenever there is an issue that is brought to your attention. Think of Facebook as a way of expanding your customer service reach. Learn how to recognize constructive criticism as opposed to outright attacks too. All of these skills will come in handy as you build your reputation on Facebook.

ON THE HORIZON: FACEBOOK DEALS

Services like Groupon have become wildly popular with consumers around the country. The gist of those types of services is that a retailer offers a great deal when a minimum number of people sign up for it. The retailer wins because they are guaranteed a certain amount of business; the customers win because they get steep discounts and other perks. If you have used Groupon to promote your business in the past, you already know the basics about how Facebook Deals is going to work.

Right now, Facebook deals appear on Facebook Places apps on the iPhone and other mobile devices. When a person checks in to a business with their phone, they are alerted about deals or specials that are being offered. As a retailer, you can set up special deals to encourage people to “like” your Facebook page. You can also offer them incentives for checking in to your business. When a person checks in, a notification is sent to all of the people on their friends list. In effect, you get free advertising. By linking your Facebook page with your Places listing, you can make the most of this service.

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| Value | Discount | You Save |
|-------------|------------|-------------|
| \$39 | 48% | \$19 |

Time Left to Buy
3 days 19:53:32

[Like](#) [Share](#)

41 people like this deal

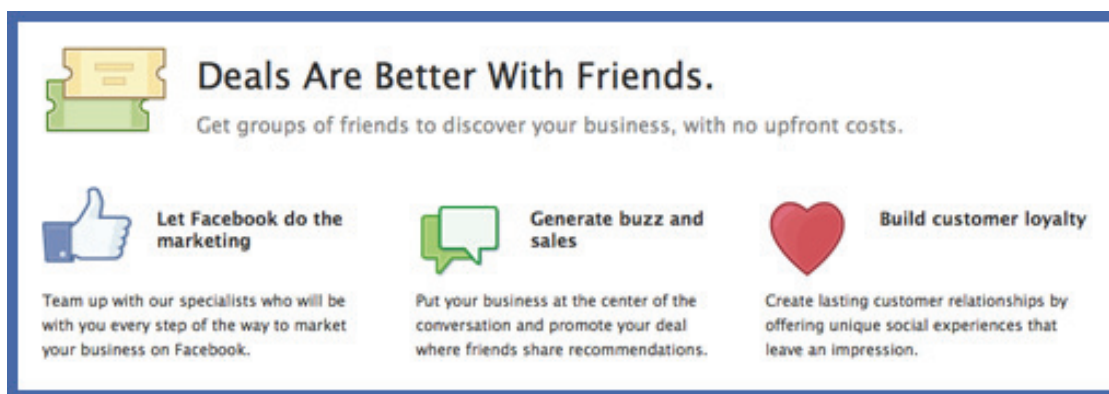


- Winner of Allure Magazine's Best of Blowouts in 2007 & 2009.
- Home to Atlanta Magazine's Top Stylist.
- Complimentary beer, wine, soft drinks & herbal tea.
- Parking available.

Fine Print: One per customer. May purchase 2 as gifts. Call (404) 607-9757 for appointments – based on availability. Studio Oliver. 789 Argonne Avenue. Midtown Atlanta, GA 30308. Fax: 404-607-9924. Other terms apply

\$39 value is good through October 10, 2011.

What is Facebook Deals?



As mentioned above, Facebook Deals is being expanded to resemble a “social buying” coupon site that is similar to something like Groupon. It is already live in a few select test markets. The odds are very high that it will prove to be a wild success. After all, Facebook has a huge audience of people who log into the site every single day. By incorporating Deals into the design of Facebook, it will be easier than ever for people to participate in these special offers.

It isn't immediately clear whether or not Facebook Deals will require a minimum number of participants before deals go live. If so, it will be remarkably similar to Living Social and Groupon. The service could distinguish itself by not requiring a minimum, but businesses will be less likely to participate. No matter how it all unfolds, the service is sure to be a huge success. The sooner you get in on it the better.

It Works like Groupon, Living Social and Other Social Buying Sites

If Facebook Deals closely mirrors services like Groupon, its interface will already be familiar to many people. The original Facebook Deals service was only available through the mobile app. It was linked closely with the Facebook Places feature, which is modeled after Groupon. It doesn't appear that there are any plans to do away with that facet of the service. People can still check in to your business to take advantage of deals that you post.

The main difference between the old Facebook Deals and the new one that's on the horizon is that the new one will allow you to offer really incredible deals. You should be able to set a minimum number of participants before you commit your business to making the deal. If you can guarantee at least a certain number of purchases, offering a steep discount may be well worth it. Make sure to do your homework before you participate, though – these services are not right for all businesses.

MORE SERVICES ON THE HORIZON?

As evidence by the unveiling of the new Facebook Deals and by services like Facebook Places, Facebook has no intention of slowing down any time soon. Facebook Questions is another popular feature that is gaining a lot of momentum. You could create your own questions and post them to your followers. Pose questions that relate to your business or to its products and services. This is a great way to gain insight into what people think about your company.

What else does Facebook have up its sleeve? There is no easy way to find out. One thing's for sure, though: It's in Facebook's best interests to keep businesses happy. By signing up for a Facebook page right now, you can take advantage of new services and features as they are unveiled. To stay abreast of new developments, check in at the Facebook blog regularly. Sign up for their Twitter feed too. The sooner you can get on the action the better. In the end, participating with features like Facebook Deals is sure to pay off handsomely.

CONCLUSION: WHAT HAVE YOU LEARNED?

If you have read through this entire e-book, you have undoubtedly picked up many great tips, tricks and pointers for using Facebook to promote your business. Keep in mind that new features are being developed and added all the time. Also remember that what works for one retailer may not work for another. For instance, some retailers enjoy a great deal of success with Places; others hardly ever see a single check-in. Don't forget to gauge your success and to keep track of what people are saying and doing on your Facebook page. If you ignore your page, there's no way that you will reap any major benefits.

Be Patient and Go with the Flow

In addition to all of the advice that has been dispensed in this e-book, it's critical to remember that using Facebook to successfully market your business takes time and dedication. If you give up within a few weeks, you will never know what kinds of benefits you could have enjoyed. Similarly, you can't just set up your page and expect it to grow on its own. Facebook users can tell when a page has been abandoned. You will waste all of your time and effort if you ditch your page right away.

Stay in the loop about developments on Facebook by signing up for a feed of the Facebook blog. Stay tuned in through Twitter to find out what other retailers are doing with their pages. Check in with the Facebook pages of major retailers to get new ideas and techniques too. Although you may not have the resources to replicate what a major company has done, you may be able to pull it off on a smaller scale. The important thing is to keep things fresh, new and interesting.

Make Facebook a Regular Part of Your Marketing Campaign

Instead of treating Facebook like something that is separate from your regular marketing campaign, work to incorporate it into everything that you do. Just as you would always give out your store's website URL, you should make it a point to hand out its Facebook URL too. As you get to know your customers, talk to them from time to time about their experiences with using your store's Facebook page. Take their feedback to heart and make changes as necessary. Show your customers that the page is there for them.

Remember to take the good with the bad when it comes to using a Facebook page. While you are sure to see many compliments and positive comments, you will receive a few negative comments as well. Don't let those comments get you down. Instead, use them to get inspired to make changes when they are warranted. Don't delete or disregard negative comments. Ask follow-up questions and try to get to the bottom of the issue. When people see that you are willing to respond to their problems, concerns and criticisms, they will be more willing to remain customers.

With any luck, the information that you've read through this e-book will lead you to a more successful online marketing strategy in general. However, Facebook pages aren't just good for marketing your business online. People can find your business through Facebook and then come into your store and make purchases in real life. Those who are driving aimlessly around can locate your business through Facebook Places and head on over. People who see special offers for your store through Facebook Deals may be convinced to give your service a try. Keep an open mind and get started on your Facebook adventure today!