How To Use Fan Pages To Effectively Market Your Business

Fan pages is one of the features of Facebook that allows Local Businesses, organizations, artists and local figures to create a separate Facebook page for fans to connect and get the latest updates, information and news from the page.

This useful social media marketing tool has taken to internet marketing world by storm and many internet marketers are trying to tap into the power of social media to grow their businesses.

Here’s how you can use fan pages to effectively market your business:

First, start a fan page and add a complete description of your business. Include relevant photos of your logo, your business establishment, and add in contact details of your business, whether offline or online – The whole shebang.

Next up, start adding friends or invite your existing customers and prospects to become a fan of your page by “liking” your Facebook fan page. Once you have successfully built a large fan base, you must engage your customers by posting information of value on the “wall” of the page.

You can also ask questions or survey your fans to find out what is on their mind in regards to your business – It’s free market survey essentially! From there you can use their input to innovate new products or come up with exciting ideas to grow your business further.

You can also use Facebook Ads to draw targeted traffic to your Facebook Fan Page. Remember, the goal is to get them to “like” your Fan page, so the more “Likes” your page get, the more exposure it has and this can further create a viral flow of traffic.

All in all, you’ll have to constantly update your Fan page and keep your fans in the know of the latest happenings in your business and also encourage them to participate in events, competitions and other quirky activities related to your business.