

Facebook Fortunes: How To Strategically Grow Your Business Using the #1 Social Network

with

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How to:

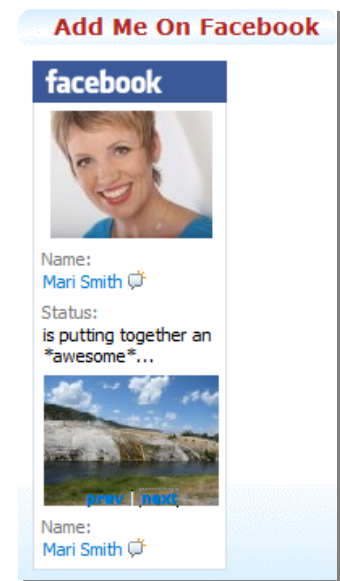
1. Proactively build your community (Friends list).
2. Discern which apps and activities to engage in for professional purposes.
3. Use Facebook effectively for strategic business networking.
4. Increase your credibility and visibility.
5. Manage your reputation.
6. Monetize your efforts.
7. Track your results.
8. Outsource your social media activity.



People do business with people they **know, like, and trust.**

1. Proactively build your community (Friends list).

- Define your business objectives.
- Create your social networking strategy.
- Build a clean, professional, interesting profile.
- Where to find quality contacts:
 - Direct search.
 - Groups.
 - Pages.
 - Network pages.
 - Outside Facebook: sites, blogs, ezines, face-to-face.
 - Publish your Facebook Profile Badge on your sites and blogs
- KEY: Invite consistently.



- Friending Policy (written)
 - E.g. Mari's
 - Decent, attractive photo. (No cars, logos, animals, inappropriate images).
 - Name, Network, View Friends, Mutual Friends.
 - Personal message.
 - Accept 95%.
 - Can always unfriend.

2. Discern which apps and activities to engage in for professional purposes.

Suggested Apps

- Recommended Facebook Default apps:
 - Events - <http://www.new.facebook.com/events.php>
 - Notes - <http://www.new.facebook.com/notes.php>
 - Posted Items - <http://www.new.facebook.com/posted.php>
 - Video - <http://www.new.facebook.com/video>
 - Photos - <http://www.new.facebook.com/photos>
 - Groups - <http://www.new.facebook.com/groups.php>
- Third party apps:
 - Web Presence – <http://apps.facebook.com/web-presence/>
 - My Links – <http://apps.facebook.com/linkers/>
 - Twitter - <http://apps.facebook.com/twitter/>
 - FriendFeed - <http://apps.facebook.com/friendfeed/>
 - StumbleUpon – <http://apps.facebook.com/stumbleupon/>
 - My Google Calendar - <http://apps.facebook.com/mygooglecalendar/canvas.php>
 - Business Cards - <http://apps.facebook.com/bizcards/bc/>
 - My Box - <http://apps.facebook.com/htmlbox/>
 - My Blogs - <http://apps.facebook.com/allmyblogs/>
 - Blog Networks - <http://apps.facebook.com/blognetworks/index.php>
 - Podclass - <http://apps.facebook.com/podclass/>
 - What I Do - <http://apps.facebook.com/whatido/>
 - YouTube Box - <http://apps.facebook.com/videobox/>

Activities

- Create your own policy:
 - e.g. Mari's
 - Zero tolerance on poking.
 - Ignore 95% of app invites.

- No SuperWall (SpamWall) or FunWall.
- No (or rare) inviting friends to apps on install.
- Occasional send friend app.
- Posted items – 5-10/wk.
 - Google alerts:
 - Keys: Relevancy & Good taste.
- Add photos (personal) & videos.

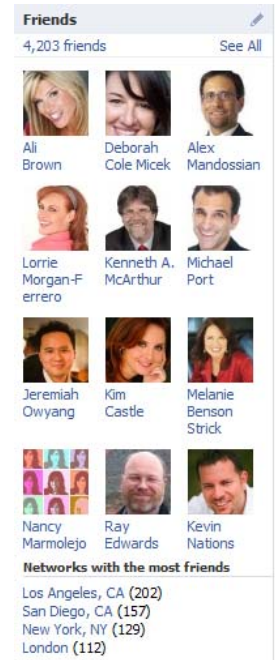
Example

- Matt Bacak:
 - Five minutes/day
 - Acknowledge birthdays
 - \$12,000 sale
 - Listen to Mari's interview with Matt: http://marismith.com/facebookinterviews_mattbacak.htm
 - Matt's site: <http://promotingtips.com/>



3. Use Facebook effectively for strategic business networking.

- With the click of a button, you can instantly become friends with highly-influential, successful professionals and begin to build quality relationships with them.
- Facebook creates instant rapport – like being members of the same country club, or grads of the same prestigious program.
 - ✓ Build your community of like-minded, quality professionals.
 - ✓ Find joint venture partners.
 - ✓ Build relationships with strategic alliances who have a 'rolodex' filled with your potential clients.
- Have an objective in mind that benefits the person you're contacting (e.g. interview)
 - Be authentic and transparent.
 - "How you do anything is how you do everything."
 - Follow up, follow up, follow up!
 - Maintain key relationships:
 - Send occasional personal message, write on their Wall.



- Send them a specific resource.
- Introduce them to a quality contact.
- Take Facebook relationships off into other mediums from time to time:
 - Conference calls – audio/video.
 - In-person meeting.
 - Mail (yes, snail!).

4. Increase your credibility and visibility.

- Show up in Friends' News Feeds.
- Variety of activities:
 - Status updates.
 - Comments.
 - Posted items.
 - Wall posts.
 - Photos.
 - Videos.
 - Imported blog posts.
 - Events.
- Keys =
 - Relevancy.
 - Good taste.
 - Quality.
 - Consistency.
 - Persistence.
 - Must have a strategy.



5. Manage your reputation.

- Google alerts – name, sites, blogs, key terms, competitors.
- Reputation example: Jeremiah Owyang
 - <http://web-strategist.com/blog/>
 - Consistent on blog, website, Facebook and in-person.
- Andy Beal's book:
 - *Radically Transparent: Monitoring and Managing Reputations Online*
 - Complete resource for monitoring, managing, building, and repairing online reputations.
 - Blog: <http://www.marketingpilgrim.com/>



6. Monetize your efforts.

- Money = an emergent property of adding value.
- Don't expect immediate results.
- Be sure to have all your products and services up to date on your blogs & sites.
- Offer free teleseminars – use the Facebook Events app - and make an offer.
- Purchase Social Ads.
- Use affiliate links.
- Apps that can pay:
 - Podclass: <http://www.podclass.com/marismith/signup.php>
 - Merch store: <http://apps.new.facebook.com/merchstore/>



Advertise

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More Ads

7. Track your results.

- Blog and web stats: traffic, clickthroughs, conversions.
- Surveys.
- Ask directly.
- Allocate time. Track time ↔ ROI.

8. Outsource your social media activity.

- Busy professionals, managers, executives
- Celebrities – Leonardo Di Caprio
- *Four Hour Workweek* – Timothy Ferriss
- Erin Blaskie – VA (Virtual Assistant)
- <http://marismith.com/recommends/erin.htm>
 - Set up, build out, monitor profiles across various networks.
 - Proxy.



To learn more about how to integrate social media – especially Facebook – into your marketing plan and generate a significant increase in your profits, visit these sites:

<http://whyfacebook.com>

<http://facebook4pros.com>

<http://marismith.com>