

Using Facebook for Strategic Business Development

by Mari Smith ~ Relationship Specialist and Marketing Coach.

- <http://facebookfortunes.com> – free online class
- <http://facebookmasterclass.com> – exclusive club
- <http://facebookinterviews.com> – sample audio
- <http://whyfacebook.com> – Facebook musings
- <http://befreegomobile.com> – mobile lifestyle blog



Facebook Fortunes!

How to Grow Your Network and Your Net Worth On Facebook

by Mari Smith

What IS Facebook?

- Facebook is a free online service that allows people to connect with people they know... and people they don't.
- Facebook may be termed an "online social networking platform."
- You can easily share photos, videos, links, and more with your community of friends.

What makes Facebook unique?

- Ease of use, clean interface.
- More mature, white collar users.
- Members willing to share vast amounts of personal information.
- Activities ("stories") get "pushed" out to your network through News Feeds.
- "Gate opener" – easy to establish rapport.

Facebook stats:

- 61 million active users.
- Growing at 250,000 new registrations per day.
- Fastest growing demographic: 25 years old and older.
- More than 50% of active users return daily.
- Members spend an average of 20 minutes on the site daily.
- #1 photo sharing platform on the web.
- Outside of the United States, Canada and the U.K. have the most users (7 million each).

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

1. Assess whether Facebook is the right tool for your business.

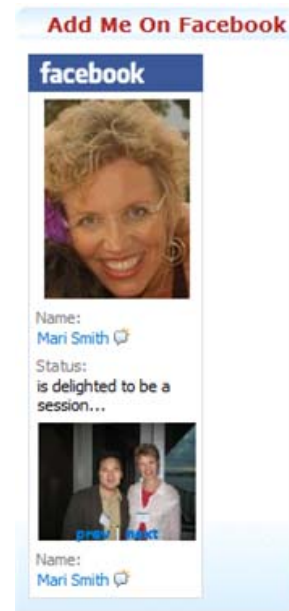
- Facebook is not for everyone.
- Can be time-consuming.
- Difficult to measure concrete results.
- Must be willing to be transparent – thin line between personal/professional.
- May need to dedicate resources.

2. Get started the right way.

- Set aside at least 45-60 minutes.
- Register and familiarize yourself with the basic features.
- Install some third party applications (apps). (See #4)
- Join and participate in Groups that resonate with you.
- Pay attention to Facebook etiquette – social first, business second.

3. Proactively build your community (Friends list).

- a. Define business objectives.
 - b. Create social networking strategy.
 - c. Build 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 regularly, but in moderation.
 - Friending Policy (written)
 - E.g. Mari's
 - Decent photo.
 - Name, Network, View Friends, Mutual Friends.
 - Accept 95%.
 - Can always unfriend.



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

Suggested Apps

- My Box - <http://apps.facebook.com/htmlbox/>
- Business Cards - <http://apps.facebook.com/bizcards/bc/>

- What I Do - <http://apps.facebook.com/whatido/>
- Top Friends - <http://apps.facebook.com/topeight/>

- Twitter - <http://apps.facebook.com/twitter/>
- Blog Friends – <http://apps.facebook.com/blogfriends/>

- Socialistics - <http://apps.facebook.com/socialistics>
- Interactive Friends Graph – <http://apps.facebook.com/friendsgraph/>

- Introduce Me - <http://apps.facebook.com/introduceme>
- FREE Conference Call - <http://apps.facebook.com/freeconference/>

Suggested Activities

- DO
 - Write Notes and tag individuals strategically.
 - Create Events and share.
 - Participate actively in relevant Groups.
 - Add photos & videos.
 - Use Posted items:
 - RSS Reader and/or Google alerts:
 - Keys: Relevancy & Good taste.

- DON'T
 - Poke. (I have a zero tolerance on poking!).
 - Send app invites. (I ignore 95% of app invites).
 - Use SuperWall (SpamWall) or FunWall.
 - Aggressively post on Walls or Discussion Boards.
 - Post off-topic to promote yourself.

Success Example

- Matt Bacak:
 - Five minutes/day
 - Acknowledge birthdays
 - \$12,000 sale

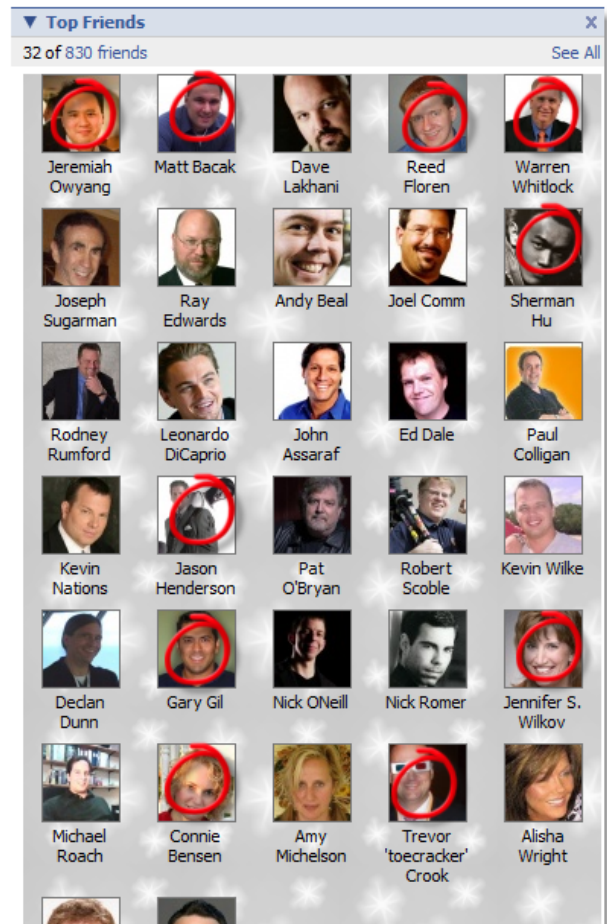
- Listen to Mari's interview with Matt:
http://marismith.com/facebookinterviews_mattbacak.htm

- Matt's site: <http://promotingtips.com/>



5. 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 helps create 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!)



6. Increase your credibility and visibility.

- Show up in Friends' News Feeds.
 - Variety of activities, regularly.
 - Status updates.
 - Posted items.
 - Wall posts.
 - New apps.
 - Photos.

- Keys =
 - Relevancy.
 - Good taste.
 - Quality.
 - Consistency.
 - Persistence.
 - Must have a strategy.



7. Manage your reputation.

- Google alerts – name, sites, blogs, key terms, competitors.
 - Hate sites, groups.

- Reputation example: [Jeremiah Owyang](#)
 - Consistent on blog, website, Facebook and in-person.

- Andy Beal's new book:
 - *Radically Transparent: Monitoring and Managing Reputations Online*
 - Complete resource for monitoring, managing, building, and repairing online reputations.
 - Blog: <http://www.marketingpilgrim.com/>

8. 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.
- Remember, Facebook is one of many tools.



- Offer free teleseminars, consultations & make offer.
- Affiliations; Affiliate links.
- Apps that can pay:
 - [Podclass](#).
 - Zazzle store.

9. Track your results.

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

10. 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.



Mari Recommends

- ✓ **Money & You** – life-changing, transformational super-learning program:
<http://marismith.com/recommends/moneyandyou.htm>

- ✓ **Facebook Fortunes** – FREE online access to how-to videos, guidebooks, interviews with successful professionals and more.
<http://facebookfortunes.com>

- ✓ **Facebook Masterclass** – exclusive club for serious entrepreneurs and small business owners eager. If you're eager to turn your knowledge and expertise into cash-producing information products and services, this class is for you!
<http://facebookmasterclass.com>