

What You Missed at the Small Business Forum

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Topic: How to Set Up Your Facebook Page

Speaker: Sandy Stewart, Duncan Chamber of Commerce

Facebook will change your business – Your Business Will Grow! Facebook works best for B to C businesses like retail, restaurants and even churches.

Facebook Profile vs. Facebook Page - there is a difference. “When you set up a Facebook account for the very first time, you’re setting up a Facebook profile. By Facebook guidelines, you can only have one Facebook profile, and it should be set up by a person. A Page is meant to market your business, build relationships with clients, build relationships with prospective clients, and also showcase who you are and what you’re about.” Source: www.socialmediaexaminer.com/facebook-101-business-guide/ this link will give you a comprehensive guide to using Facebook.

Russell Stewart shared how Facebook had sustained the Stephens County Worship Center for the two years he was very ill, 99.9% of his Church people are on Facebook. This Church saves money on postage because by posting events and announcements on Facebook they do not have to send invitations or publish a newsletter. The information spreads to friends of the people who like or click to confirm they are attending an event. This is the huge advantage of a social network over paying for ads.

Debbie Sledge, owner of Eclectic Echo shared how after she opened her business 1 ½ years ago she was going to develop a webpage. But her granddaughter told her she needed to be on Facebook. Debbie took her advice and currently has 807 likes! Now, according to Russell – Debbie does have the “*Gift of Gab*”, a huge asset for promoting your business on Facebook! Debbie says “pictures are KEY – they will bring people to your business. Do not post prices. Write short blogs everyday about what is going on in the store. Use video uploads to describe your products. Always respond to your likes and comments. You can link other links to your wall. Facebook will send you a stat and demographics report every week, you can analyze this to increase your traffic.”

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