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QUICK START GUIDE

10 Free Ways to Grow Your Facebook Fan Base FAST!

- PART 1 -

How to Attract a Loyal Following of Facebook Fans and Expose Your Business to Tons of New Potential Customers in Record Time



By Elizabeth Southall
Founder, Dot Com Diva

Award-winning Internet entrepreneur Liz Southall teaches women around the world how to start and grow profitable passion-based freedom businesses that make a positive impact.

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Hi there, good lookin'!

If you don't already have a Facebook fan page for your business, YOWZA! You're missing out on one of the best ways to get highly qualified leads and priceless word-of-mouth advertising for your products or services!

But not to worry. In this step-by-step guide, I'll walk you through what you need to know to attract a loyal fan base in no time at all.

But first, a quick word about fan pages vs. groups

In case you haven't started a Facebook fan page yet and you are having the Facebook group versus Facebook fan page debate, the answer is go with a FAN PAGE.

There are several reasons why fan pages are better for your business than Facebook groups. I won't get into all of them here since that's not what this guide is about.

But I will touch on the most important one, which is this:



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Unlike groups, fan pages can be indexed by the search engines, which means the content on them will be visible to unregistered people (people who are *not* Facebook users).

This increases your visibility to more potential fans (and customers) online.

Now, time for the fun part!

Once you've created a Facebook fan page for your business, the fun part begins!

It's time to attract a following of loyal fans that "like" your page and will be receptive to whatever content and promotions you have to offer.

Here are 10 tips that will help you do just that!

Tip #1: Reach Out to Your Network

This may sound like an obvious tip, but many fan page owners actually neglect this step, so I'm mentioning it here.



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From your personal profile page, post a status update or send a Facebook email telling your friends about your new fan page.

Instead of inviting anyone and everyone on your Facebook friends list, it's wise to be selective and only invite Facebook friends who might actually be interested.

And don't be shy! Include a request that they support you and Like your fan page. Be proud of your new fan page and what you have to offer.

Your goal here is to get 25 people to "like" your fan page so that you can qualify for a vanity URL (www.facebook.com/yourcompanyname).

Vanity URLs are cleaner looking and easier to promote.

Next, reach out to your followers on Twitter and any other social network you use and invite them to join your fan page too.

And do you have the email addresses of existing customers?



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Send them a quick email asking them to join your fan page.

A day or two later, send out another request to your Facebook friends, social network connections and customers. Make a friendly request that they share your Facebook fan page link with anyone they know who may be interested in what you have to offer.

Once you get 25 “likes” on your fan page, you can claim your vanity URL here: <http://www.facebook.com/username/>

Choose your custom URL wisely, because once you create it you can never change it.

Tip #2: Promote Your Fan Page URL

Everywhere you promote your website URL, promote your new Facebook URL too.

Add a Facebook “Like” box to your website to allow your website visitors to easily connect with your fan page right on your site. This is surprisingly easy to do.



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For instructions, go here:

<http://developers.facebook.com/docs/reference/plugins/like-box/>

Add your vanity URL to all of your offline marketing materials too. Add it to your business cards, in your email signature and anywhere else you normally promote your regular website URL.

Tip #3: Post Great Content

To interact with your Facebook fans on your fan page, it all comes down to your status updates.

The whole purpose of your status updates should be to engage your fans – to get them commenting on, Liking it and sharing what you post.

Each time they do, an item shows up in their news feed indicating that they've interacted with your fan page. Their Facebook friends see this and hopefully they click through to your fan page... and become fans too!



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To encourage Comments, Likes and Shares on your status updates, post interesting, relevant content on your wall. The better the content, the more likely your fans are going to engage with it.

And if your content adds value and stimulates conversation, more fans will come!

One great way to generate comments is to include thought-provoking questions in your status updates.

Here's an example from one of my favorite fan pages, tinybuddha:



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tinybuddha
Share your joy! What was the best part of your week?
4 hours ago

28 people like this.

View previous comments 50 of 108

Soraya Avila-Sarcos My writing class on Thursday.
4 hours ago · 3 people · Flag

LaShonnu Bolognese Being able to communicate openly with someone I haven't in a while. Freed my spirit.
4 hours ago · 3 people · Flag

Ashley Peters spending time with a friend from the island and learning to be happy and grateful for those important in my life!
4 hours ago · 2 people · Flag

Meredith Flood Rust My friend entered me in a drawing to star in a short film. I won. I had so much fun doing it. I may *finally* have found something that I might love, and want to do just for the fun of it. Now I have to feel the fear and do it anyway.
4 hours ago · 2 people · Flag

Juanita Phillips Kazsuk Baking homemade bread for the first time, having it be REALLY good, and then hearing my son tell me we should stop buying bread anymore, and eat mine instead.
4 hours ago · 2 people · Flag

Tiny Buddha founder Lori Deschene has developed a fantastic rapport with her Facebook fans and she usually averages 100+ comments for each question she posts.

Right on, Lori!



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Tip #4: Post at the Best Time of Day

A company called Vitruve Marketing, which does social media marketing for hundreds of high end brands in a range of niches, recently pulled together all of their client's Facebook data and released a really fascinating report.

After comparing stats from 265 Million Facebook fans from the hundreds of fan pages the company runs, they noticed that **status updates made anytime before noon get an average of 65% more engagement** than status updates made in afternoons or evenings.

(Again, Facebook engagement = Comments, Likes and Shares from your fans.)

It seems that most people like to check Facebook in the morning, most likely over a cup of coffee at the office before the day gets busy.

With this data in mind, the best time for you to post your most important status updates (like limited-time promotions or



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special offers for example) is before noon, when the vast majority of your fans will see it.

Tip #5: Share Lots of Pictures

Text, photos, video... what's the best content to include in your status updates?

More data released by Virtue Marketing reveals that:

- Status updates containing images get 54% more engagement than text posts
- Status updates containing images get 22% more engagement than video posts
- Status updates containing video get 27% more engagement than text posts

If we break this down, **status updates containing images (photos, graphics, etc.) get the most engagement from Facebook fans**, with video posts coming in second and text-only posts coming in third.



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So to get your fans commenting on, liking and sharing your status updates, include images and include them often.

(To receive PART 2 of “10 Free Ways to Grow Your Facebook Fan Base FAST,” go to <http://dotcomdiva.com>)

Ready to ROCK Your Facebook Fan Page?

When used properly, a Facebook fan page can be a very powerful component of any successful, revenue-generating business.

Would you like to learn the secrets to attracting a legion of loyal Facebook fans who will eagerly line up to buy your products or services and rave about your business to all of their friends?

My “1000 Fans in 10 Days” Facebook marketing mastery course is for you!

For the details on how to access the latest updated version



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and to find out how you'll be supporting a great cause –
Women for Women International – go here now:

<http://1000fansin10days.com/>

To your massive success,



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