



## Does Your Facebook Page Mean Business? Three steps to building an audience

When you're just starting out on Facebook, you've got to figure out how to attract your initial fan base. There are three key milestones to pass on Facebook, and there are good ways to get past each milestone, without ever having to spend a cent on ads. This advice is targeted to smaller companies on Facebook, if you're a larger brand, contact me for a free consultation.

### No. 1: 25 Fans

Getting to 25 fans is a significant milestone for a brand new page. Once you've reached 25 fans for your page, you're allowed to set a vanity name for your page. Pages by default have a long, random number in them, which can make telling people how to find you on Facebook difficult. However, Facebook lets Pages with more than 25 fans set a short, memorable URL for your presence on Facebook, like Facebook.com/cocacola, instead of Facebook.com/pages/cocacola/101681279873681

### No. 2: 100 Fans

Reaching 100 fans means that you'll no longer be able to change the name of your Facebook Page -- so make sure that you've got a name you like, **\*before\*** using these tactics.

The best tactic for getting to the 100 fan mark is to work your network. Announce your new vanity URL to your friends via a wall post on Facebook. Ask that your friends do 3 quick things to help: (1) like your page - if they haven't already, (2) like your wall post and (3) share your new page by writing a post themselves. Here's a script for you to use:

*I've just gotten a cool new username for my Facebook Page. Please help me grow the page by doing 3 quick things: (1) like the page, (2) like this wall post and (3) share this page with a Facebook update that says: "Check out my friend's new page, www.facebook.com/tomwhelanmarketing, for lots of free marketing tips"*

### No. 3: 1000 Fans and Beyond

Having over 1000 fans shows prospective customers that you have a strong fan base on Facebook and gives you a large base of people to reach when you need to announce a sale, drive new sales, or otherwise interact with. But reaching 1000 fans doesn't need to be an expensive affair. The best way to reliably reach 1000 fans, is to take a slow growth strategy using the places you're already getting others attention.

If you have a website, utilize [social plugins like the Like Button and Like Box](#), they are free to add to your site and they do a great job of turning website visitors into fans.

If you have an email list, send an email inviting them to become fans on Facebook.

If you operate a physical store, add some signage to your window, next to your cash register, or on your receipt.

The ideas are endless, and different for every business, but think about places where you are already getting attention from people and where you could ask them to become your fan on Facebook.



The best tactic for reaching the 25 fan milestone is to ask the people you're already friends with on Facebook. You can send up to 20 friends at a time a short note using Facebook Messages. Feel free to copy/paste the script I've used below (don't forget to attach a link to your page!):

*Hey! I just started a new Facebook Page, and Facebook needs me to have 25 fans before I can get a username for my page. I'd really appreciate you being one of the first 25 people to like my page - it would really help me and only takes a few seconds. Here's the link: [http://facebook.com/...](http://facebook.com/)*

Once you get your 25 fans, claim your new vanity URL at [facebook.com/username](http://facebook.com/username)



A great way to establish direct, targeted communication with customers is to use the [Involver Apps](#). From their Professional Plans, you can add apps to grow your fans, build email lists, promote competitions, spread viral messages and much more. See their applications [here](#).



Invite your existing customers to become Fans. This may be obvious, but a study from the [Harvard Business Review](#) showed that customers who become Fans buy more often and will recommend your brand more often to their friends.

Initiate conversations around your products. By sharing your expertise and discovering what your audience thinks, you'll be building your fan base and making sure your product aligns with their evolving needs and suggestions.



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