Part II
Putting Facebook to Work

The 5th Wave   By Rich Tennant

"Well, it's not quite done. I've animated the gurgling spit sink and the rotating Novocaine syringe, but I still have to add the high-speed whining drill audio track."

In this part . . .

All marketers — whether young or old — are looking for ways to put Facebook to work for their companies, small businesses, or clients. Part II shows you how to secure a Page for your business on Facebook (an important starting point for marketers), design an engaging layout, and customize it to meet your needs. We help you create a strategy to promote your business and show you the various tools and tactics that Facebook offers.

We then discuss how to virally market your Page throughout the Facebook platform and learn the distinctions between Facebook Pages and Facebook Groups. Finally, we show you how to host your own Facebook Event.

Chapter 4

Creating a Page for Your Business

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In This Chapter

▶ Introducing Facebook Pages for your business

▶ Exploring Page elements

▶ Creating and customizing your Facebook Page

▶ Finding fans for your Page

▶ Virally promoting your Facebook Page

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*I*f someone offered you retail space in the heart of Times Square, rent free, would you open a business? Of course, you would. Well, that's exactly what Facebook is doing with Facebook Pages. As a result, hundreds of thousands of businesses have hung their shingle out on the social network.

In this chapter, you learn all about what Facebook Pages are and how to use them for your business. We walk you through creating a business Page and give you tips on how to customize it for optimal effect. We also help you attract customers (that is, *fans* in Facebook) for your business Page, and introduce you to the viral nature of Facebook Page promotion and the Facebook features that can help you.

What Are Facebook Pages?

Facebook Pages give your business a presence on Facebook to promote your organization. Facebook Pages are the business equivalent of a Facebook member's profile. Members can become a fan of your Facebook Page (similar to becoming a friend to your profile), write on your Wall, learn about special promotions, upload photos, and join other members in discussions. And you can share your status updates with your fans to keep them engaged and informed. For more information about Facebook fans, see the "Finding Facebook Fans" section, later in this chapter.

Unlike profiles (where the number of friends is limited to 5,000), Facebook does not limit the number of fans a Page can acquire. A business can send updates to all of their fans at any time. Therefore, think of a fan as an opt-in subscriber, with Facebook providing the infrastructure to reach your fans via Facebook's internal e-mail and Wall features, among others.

Another key difference between Facebook Pages and profiles is that Facebook Pages are public by default. This means that anyone can search and find your Page with the Facebook search engine and with the Internet search engines, such as Google and Yahoo, thereby helping your business gain visibility and broadening your audience beyond just Facebook. To find out more about profiles and Pages, see Chapter 1.

For even more search engine visibility, consider getting a vanity URL on Facebook, which can include your company name in the Facebook Web address.

Facebook Pages found with a search engine are visible to non-Facebook members, but they require the user to join Facebook if they want to interact with the Page, such as make a comment or enter into a discussion.

Facebook Pages also allow you to add *applications* (apps), or small interactive software programs, to your Page to engage your readers further with videos, notes, links, discussions, Flash content, and more. Depending on which category of Facebook Page you choose, you can see that some apps are standard and can't be removed, such as your Wall, Events, and Notes. Facebook also maintains a large library of third-party apps that you can use to make a Facebook Page your own. (See Chapter 12.)

Facebook Pages come in three categories:

- ✔ **Local:** Local pages are meant for business that would benefit from a strong local market presence. A breakfast cafe, pizza shop, or an advertising agency is an example.

- ✔ **Brand, Product, or Organization:** These pages are meant for larger national businesses, which could include nonprofit organizations or soft drink companies. Starbucks and Coca-Cola are good business-to-consumer examples; Avaya and Oracle are good business-to-business examples.

- ✔ **Artist, Band, or Public Figure:** These pages are good for a politician, an artist, or a musical group. Barack Obama or the band Nine Inch Nails are examples.

Exploring Page elements

Good news: Facebook Pages allow for a flexible layout. Some of the Page elements are universal to every Page and come loaded when you create your Page, such as the picture on your Page, the Wall tab, Information tab, and the Events box in the left column. This helps maintain a consistent look across all Facebook Pages. However, you can add new tabs (predefined or custom built) to your tab list, and many elements to your left column, which you can reposition by dragging and dropping the box that outlines each element.

REMEMBER

Depending on which category you select when you create your Page, your tab display may vary. For example, if you chose Local⇨Cafe, you see a Reviews tab in your tab list (see Figure 4-1).
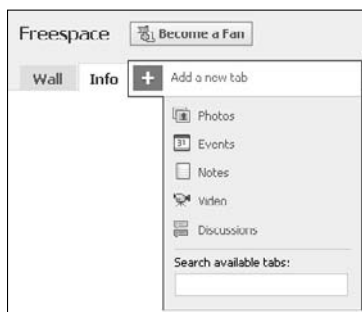
Universal Page elements include:

✔ **Picture:** When it comes to projecting an image — figuratively and literally — your picture is one of the most important elements of your page. Be sure to choose a good, clear image that best represents your business.

✔ **Wall tab:** Another important element when creating conversations for your Wall. Here, you can leave updates about your business and fans, or friends and fans can leave comments that everyone can read.

✔ **Info tab:** General info about your company. Fields are category specific to your business: Government businesses ask for parking and hours of operation; fashion businesses ask for Web site, company overview, and mission. These fields can be left blank initially and completed later.

REMEMBER

Facebook Pages are public and these fields can help you with the search engine optimization of your page so it is best to fill them in with content that contain keywords you wish to be found under on a search engine.

Figure 4-1:
Facebook lets you add any of the following universal tabs, and more.

Freespace   Become a Fan

Wall   Info   +   Add a new tab

Photos
Events
Notes
Video
Discussions

Search available tabs:

To add a new tab, click the + sign next to the Info tab. There you'll find a bunch of default Page tabs including:

- ✔ **Photos:** Lets fans tag photos on your Page and notify other fans via a link to view the pictures. This is a fun, key feature because tagging photos spreads the word about your Page. (See Chapter 6 for more information about tagging photos, notes, and videos.)

- ✔ **Events:** Lets you organize events or gatherings with your fans. It also allows you to alert your community about any upcoming events you may be having. (See Chapter 8 to find out how to host an event.)

- ✔ **Notes:** Lets you share happenings in and around your company with your fans. You can also tag fans of your company in notes, so they can leave you comments.

- ✔ **Video:** Provides a high-quality video platform for Pages. You can upload video files, send video from your mobile phone, and record video messages to all your fans. Additional features include full-screen playback, tagging your fans in videos, rotating videos, and more.

- ✔ **Discussions:** Lets your fans express their ideas, questions, and suggestions. Discussions let you know exactly what your fans and customers think and want from your company. Think of this section as a community section.

Designing your Page

Before creating a Facebook Page, give some thought to basic design principles. Although there are always exceptions to the rules, some best practices in Facebook Page design include:

- ✔ **Keep it clean:** Too many elements on the Page can detract attention from the brand. Although some apps are productive and useful, try to keep the number to a minimum.

- ✔ **Keep it fresh:** By continuously updating your Page, you're giving your fans a reason to come back often, which generates social stories that attracts more fans.

- ✔ **Keep on topic:** Your Facebook Page should focus on your business. Although adding RSS feeds and other dynamic content is encouraged, you need to keep it relevant to the business and your fans. As much as you may love Elvis, he doesn't belong on your second-hand jewelry page.

- ✔ **Keep your fans in mind:** Design your Page with your customer in mind. Every element should be of value to them; otherwise, it doesn't belong on your Page.

✔ **Position your company as an authority:** Your Facebook Page signposts your business to the world. This is your chance to show what you know and let your expertise shine.

✔ **Inject some personality into your Page:** Even though a Facebook Page is for business, it should reflect your personality. Find and maintain your company voice throughout your communications. Have fun with it, but convey a professional, quality organization.

✔ **Value feedback:** Facebook, unlike radio and TV, is a two-way medium. Companies shouldn't overlook or ignore the value of feedback received via your Facebook channel. They should encourage it through discussion boards, polls, surveys, contests, user-generated comments and general fan interaction. Feedback is very valuable because so few people actually take the time to give it.

✔ **Fostering a give and take relationship:** Your fans are looking to engage with your Page, but it's a two-way street. It's been written that you must give in order to receive. Make special content available exclusively through Facebook or offer prizes in exchange for feedback — just two ways to show fans that you value their input.

✔ **Generating social stories is key to viral success:** Facebook uses a snazzy sophisticated algorithm to publish social stories that are relevant to like-minded users. You, or your Page administrators (admins), should always be thinking of what social interactions you can perform — or can encourage your fans to perform — to fuel the Wall items.

✔ **General guidelines and limitations:** The Page layout is generally very flexible, but brand guidelines on Facebook must be strictly followed. Any links off Facebook must open a new window. Facebook does not allow pop-ups or pop-unders. The Page cannot be "skinned" with a new background design.

Creating Your Facebook Page

Facebook makes setting up a Page easy. With some basic information about your company, you can get started. To create your Page, follow these steps:

1. **Scroll down to the bottom of your Facebook screen, and click the Advertising link.**

2. **At the top of your screen, click Pages to see the Facebook Pages screen.**

   This contains lots of useful information about business Pages, what they are and how to use them. (See Figure 4-2.)

Create a new Facebook Page

Figure 4-2:
Facebook
Pages
overview
screen.

3. **Click the green Create a Page button in the upper-right corner. (Refer to Figure 4-2.)**

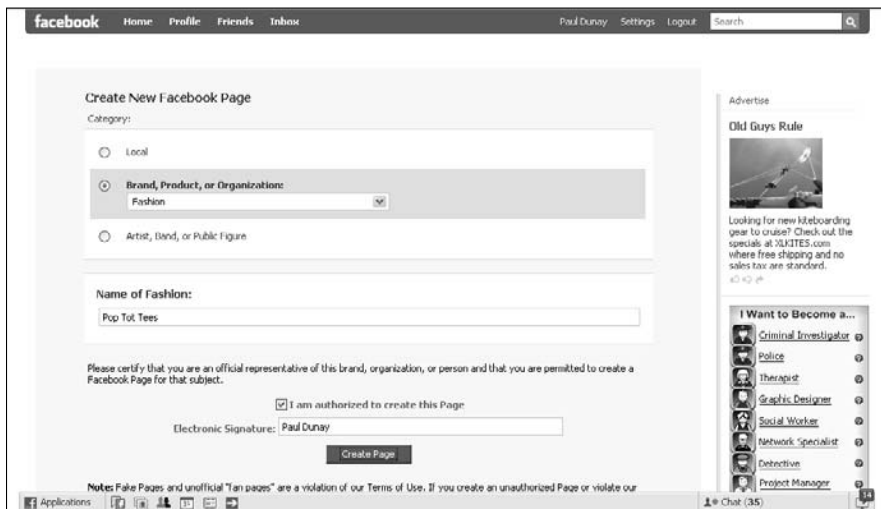   The process of creating your new Facebook Page begins (see Figure 4-3).

Figure 4-3:
The Create
New
Facebook
Page
screen.

4. **Select the category that best describes your business and choose your business type from the drop-down list.**

    • Local ranges from Automotive to Travel Service.

    • Brand, Product, or Organization ranges from Airline/Ship/Train Station to Web site.

    • Artist, Band, or Public Figure ranges from Actor to Writer.

WARNING!

Choose the correct category from the start because the resulting templates that Facebook generates have different options. For example, if you choose a brand, product, or organization, your Page elements are different from a Local café. The Local café has a section for reviews from your patrons; the brand, product, or organization does not.

For our example, a Web-based tee shirt company that specializes in shirts for toddlers, we selected Brand, Product, or Organization as the category, Fashion as the type of business, and then named the brand, Pop Tot Tees, in the Name of Fashion text box. (See Figure 4-4.)

Figure 4-4: The Pop Tot Tees brand.

5. **Type your business name in the Name of Other Businesses field to secure your company name on Facebook.**

    When you name your Page, it's permanent, so make sure you choose a name that you want your fans and customers to associate with your business. When you get more than 1,000 fans, you can claim a vanity URL on Facebook.

REMEMBER

The person who sets up the Page also becomes the default administrator (admin) of the Page.

6. **Certify that you are authorized to create this Page by clicking the check box, and type your full name as the electronic signature.**

7. **Click the Create Page button.**

Congratulations, you created your Facebook Page!

REMEMBER

Your Page will not be live until you click Publish This Page, so feel free to edit it until you think that the Page is perfect. (See Figure 4-5.)

Figure 4-5:
Be sure to
publish your
Page for
others
to see.

⚠ This Page has not been published. To make this Page public, publish this Page.

Customizing your Page

Beyond certain universal elements, Facebook Pages allow you to customize your Page to your liking. For example to change the order of items on the Page, click the item bar and drag it to the desired location. Everything except the photo at the top of the left column is movable, thanks to a very slick technology called AJAX.

TECHNICAL STUFF

AJAX is short for Asynchronous JavaScript and XML, which is a group of interrelated Web development techniques used to create interactive Web apps that users can customize.

Upload a picture

A good place to start is to upload your company logo or a photo of your product. This picture represents you on Facebook so be sure to make it a good one. Or, you can add an animated GIF that has several photos of your product from various angles. If you're a services company, you can have several photos of happy people using your service. You can upload photos in JPG, GIF, or PNG formats only. Pictures can be up to 396 pixels wide with a height three times the width. Maximum file size is 4MB.

To upload the first picture for your Page:

1. **Hover your mouse on the question mark on your screen.**

2. **Click the Change Picture link to view the Edit your Profile Picture dialog box. (See Figure 4-6.)**

3. **Click the Upload a Picture link.**

4. **Browse the picture you are looking for and click Open to start the upload process.**

   You are prompted to write something about the photo, which appears on the Wall of your profile or you can skip that step.

5. **Click Publish.**

Figure 4-6:
Click the
Change
Picture link
to upload a
picture to
your Page.
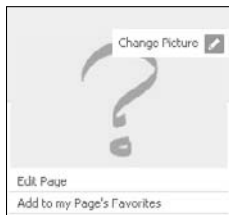
Info tab

The details of this feature differ based on which category and business type you choose. The Info section has two sections: Basic Info, and Detailed Info.

In this example, we chose the Brand, Product or Organization category to promote our online fashion business, Pop Tot Tees. (See Figure 4-7).

The Info tab content changes depending on which category you choose when you create your Page.

✔ **Basic Info:** Enter your basic contact information, such as business address and phone number, as well as hours of operation.

✔ **Detailed Info:** Enter more in depth information, as follows:

• *Web site:* Add your Web site's URL.

• *Company Overview:* Add your company's boilerplate text on who you are and what you do. Or, you can add content that is more social and less "corporate" to give your Page more personality.

• *Mission:* Add your mission statement. You don't have to enter one if you don't have one, or you can make up something provocative.

• *Products:* Add a listing of your products or services. (See Figure 4-8.)

REMEMBER

Facebook Pages are public and these fields can help you with the search engine optimization of your page. So, fill them with content that contains the keywords under which you wish to be found on a search engine.

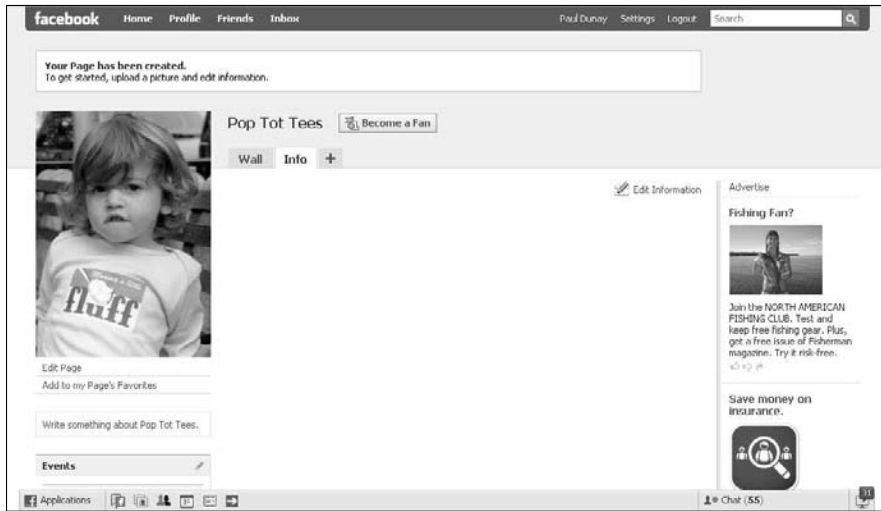**Figure 4-7:**
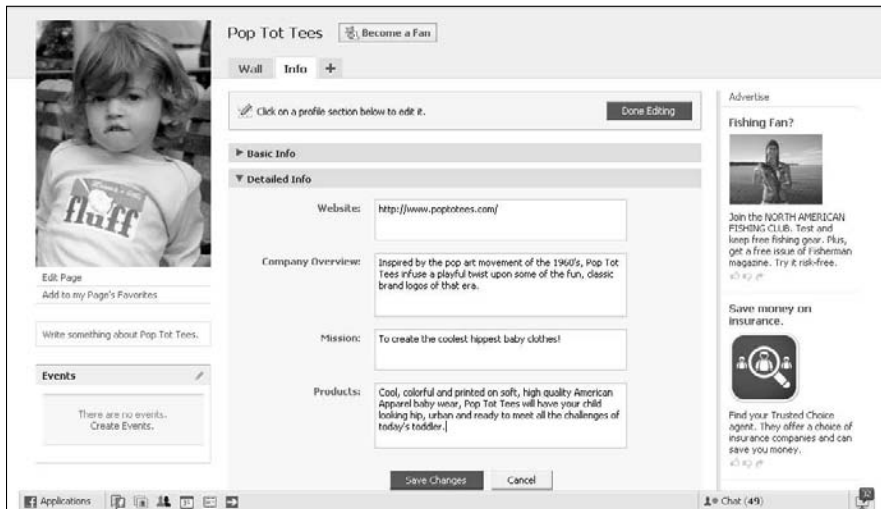Picture
successfully
uploaded to
your page.

Figure 4-8:
Your Info
tab lets you
provide
detailed info
about your
business.

Wall tab

The Wall on your Page (see Figure 4-9) is where fans of your brand can inter-
act with you, such as leaving a comment, thought, or idea about your com-
pany. Also, you can share What's on your mind? as well. Think of this area
like a very public message board. You can get creative and use this to post
jobs for your company to let people know you are hiring, announce a coming
product launch, and gauge interest from your fans.

Figure 4-9:
Your Wall
tab is
a great
place for a
welcome
message
for your
visitors.

Your Wall generates and displays stories for anyone who is a fan of your
Page. You should keep your Wall active by posting content you already have,
such as links to the latest blog post from your company, by using the What's
On Your Mind? box. Or, you can add a link to a news item that covers your
industry. Here is a list of the items that you can use on your Wall:

- **Content:** Type a text message up to 365 characters in length. Use this
  area to discuss anything of interest happening at your company.

- **Links:** Add any links from your corporate Web site or any news coverage
  you may get with your fans.

- **Photos:** Add photos of new products, launch parties, or any photos of
  people who work at your company. Single photos can be uploaded from
  your hard drive, taken with a webcam; larger groupings of photos can be
  made into an album.

- **Videos:** Add a video from your company. You can record a video with a
  webcam or upload it from your hard drive.

REMEMBER

Every time you update the information section of your page, it posts an update on your Wall. Also, anytime you add a discussion using the Discussions tab or write on someone else's Wall, it appears on your Wall. For more information about adding content to your Wall, see Chapter 6.

Photos tab

The Photos tab lets you upload photos for your Page. Use this tab to upload photos that you want to organize in albums to share with your fans. You can also use any photo that you upload as your profile picture, if you want to change it often to keep it fresh.

Facebook also allows you to upload an unlimited number of photos and albums to your Facebook Page. You can reorder photos, rotate them, and acknowledge a Facebook member by "tagging" them in the photo. We explain how to tag a photo in Chapter 6.

To use the Photos tab:

1. **Click the Photos tab.**

2. **Click the Create a Photo Album button.**

   Facebook prompts you for the name of the album, the location of where the pictures were taken, and a short description of the album. (See Figure 4-10.)

3. **Click the Create an Album button.**

   A dialog box opens to help you locate your photos on your hard drive.

4. **Browse on your hard drive to select the photos that you wish to upload.**

5. **Click Upload.**

Discussions tab

Lets you engage your fans to express their ideas, questions, and suggestions. Discussions let you know exactly what your fans and customers think and want from your company. Think of this as a community section. (See Figure 4-11.) For more information, see the "Setting Page access" section, later in this chapter.

To use the Discussions tab:

1. **Click the Discussions tab.**

2. **Click Start a New Topic.**

3. **Type a title for the topic and the content of the post.**

4. **Click Post New Topic.**

Because discussions can grow to contain many topics, Facebook provides you with a topic view so you can see the entire discussion. Find the topic you want, and then click the topic name to see the complete topic view and reply to any comments.

Figure 4-10: Pop Tot Tees' albums help organize their tee shirts for easy access.
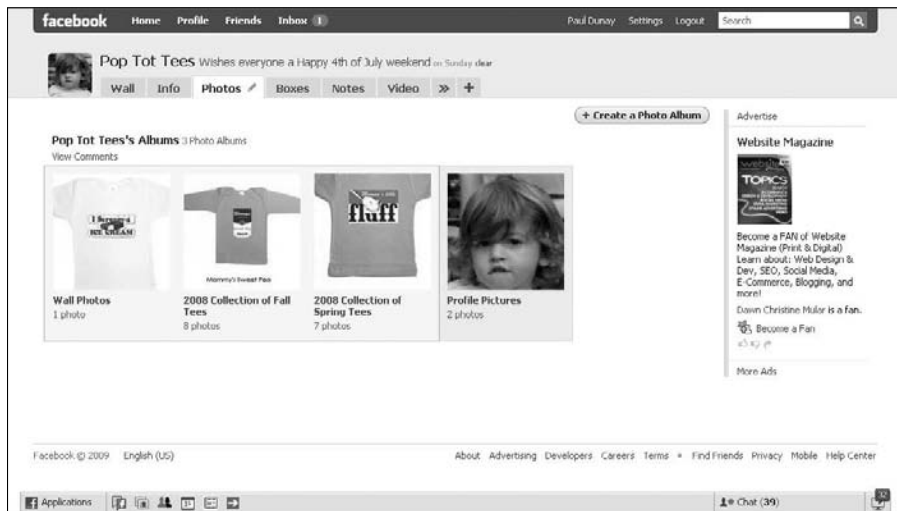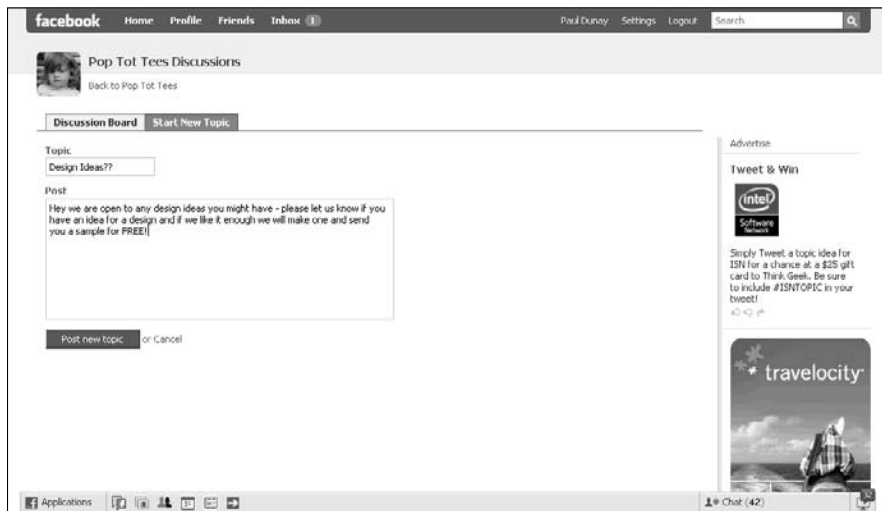

Figure 4-11: Using Discussions to get some new design ideas from our fans.

Page controls on the left column

Facebook provides links on the left column to help you control your Page. The links in this column represent quick ideas for how to build your audience. No matter which category or type of business you choose, this column preloads with the following items:

- ✔ **Edit Page:** Lets you make changes to your Page by editing your security settings, changing your Wall settings, and activating your mobile settings so you can update your Page from your mobile phone. You can also locate and choose new apps, such as Polls, that you can add to your Boxes tab. (See Chapter 14 to find out how to use Polls.)

- ✔ **Promote Page with an Ad:** Link to the Facebook advertising app where you can advertise your Page on Facebook in three easy steps. Members can become a fan of your Page right from the ad or click through to visit your Page. (See Chapter 9 to advertise on Facebook.)

- ✔ **Add a Fan Box to your site:** Lets you take your Facebook Page and create a widget that you can use on your Web site; thereby giving your Web users a taste of your Page without having to be on Facebook. All you have to do is just copy and paste the code into your Web site template! Note that this feature is visible only after you publish your Page.

- ✔ **Suggest to Friends:** Use your friends to build your fan base. Click the photo of one of your friends or type a name in the Search box. Facebook sends them an invitation to join your Page.

  Add to My Page's Favorites: Lets you add a Page to your favorites list. It also generates an item on your Wall for others to see. Note that this feature is only visible after your Page is published.

- ✔ **Write Something About:** Type a short blurb or mission statement about your company, so people know why you exist or what your mission for the Page is.

Setting Page access

Now that you have almost completed your Page, you might want to limit access certain readers have to your Page before you go live. Facebook allows you to restrict access to your Facebook Page by country: US, Canada, UK, Australia, and several others. You can also restrict access by age: Anyone (13+), People over 17, People over 18, People over 19, People over 21, Legal Drinking Age. Restricting by age is something you may want to consider if you are a local bar or perhaps a tobacco brand. (See Figure 4-12.)

Figure 4-12:
Select which countries have access to your Page.
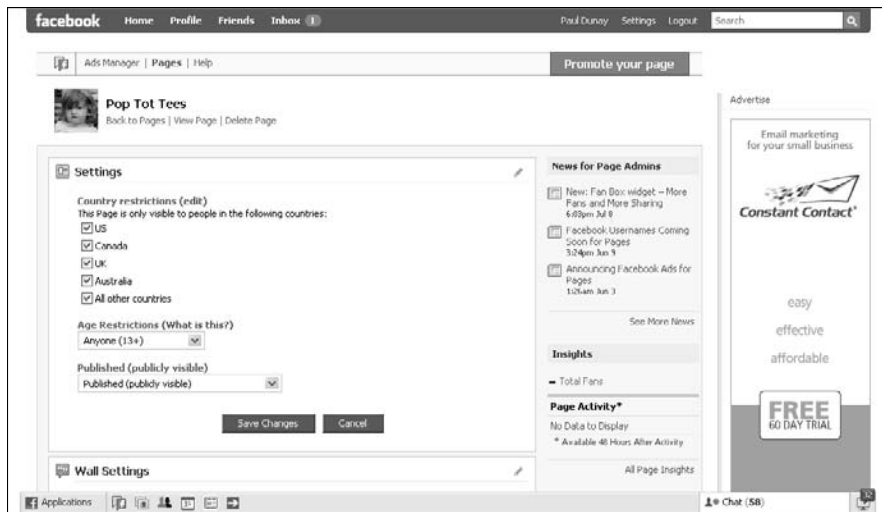
To access your Page settings:

1. **Click the Edit page link under the picture on your Page.**

2. **Click the pencil in the Settings bar.**

3. **Click Edit to expand the settings.**

   Select the best settings for your page.

4. **Click the Save Changes button.**

Facebook also lets you control what users can do on your Wall. The screen is broken into two parts: View Settings and Fan Permissions. The View Settings is where you can direct new fans to a specific tab. Perhaps you have a video you want them all to see. Otherwise, consider sending them to the Wall by default, or to your company Info tab. (See Chapter 9 for more about landing pages.)

You can also restrict whether fans can write on the Wall or post photos, videos, or links. Our advice is to allow as much interaction as you can with your fans so be sure to check these boxes. (See Figure 4-13.)

To access your Wall settings:

1. **Click the Edit Page link under the picture on your page.**

2. **Click the pencil in the Wall bar.**

  3. **Click Edit to expand the settings.**

  4. **Choose the best View settings and Fan permissions for your Page.**

  5. **Click Save Changes.**

REMEMBER

To publish your page, click the Publish this Page link in the top banner (see Figure 4-14).

Figure 4-13: Sending new fans to our company's Info tab, rather than to the Wall (by default).
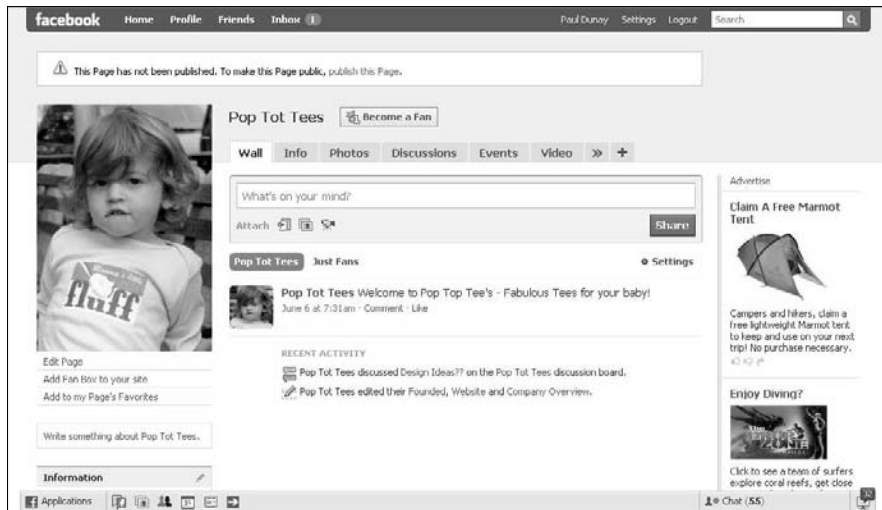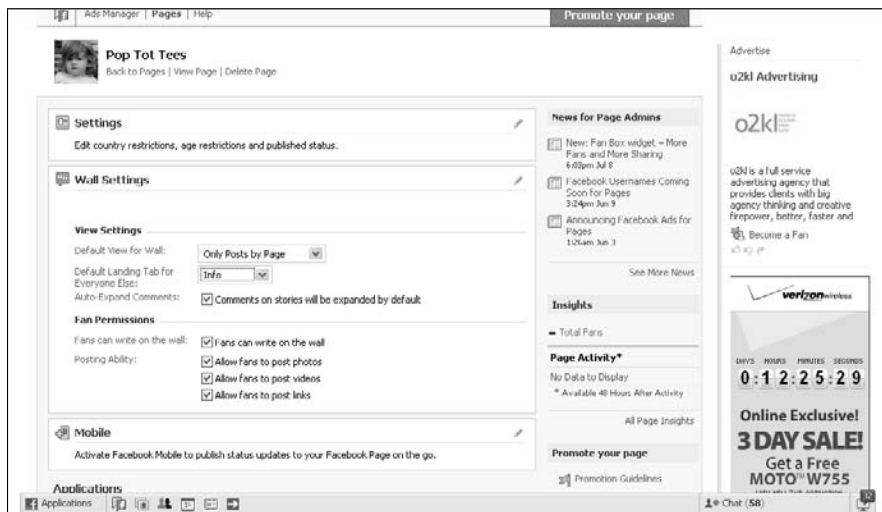

Figure 4-14: Remember to publish your page.

Finding Fans for Your Page

In Facebook, members become a fan of your Page, which gives your business access to millions of possible clients. In fact, more than 5 million fans are added to Pages every week. Pages say something about the celebrities, products, or brands that they endorse. A Page can have an unlimited number of fans, as opposed to personal profiles that are limited to no more than 5,000 friends. (See Chapter 2 to learn how best to populate your personal profile.)

Becoming a fan is easy. When members discover your Page, they can simply click the Become a Fan link at the top of your Page next to your Page name to be added to your list of fans. Their friends see that they've become a fan of your Page in their News Feed, and the fans' profiles show a message that they've become a fan. Fans can also choose to receive messages from your Page automatically to stay connected with your organization.

You should feel free to invite your friends to become a fan of your Page. Facebook offers several features that lets you promote your Page to prospective fans and customers. (See Chapter 6.) Facebook members can also discover your Page on their own and the public can see your Facebook Page when using the Internet search engines.

Sharing your Page

What's a Page worth if you don't share it? Facebook makes it easy for you, or your fans, to share your Page with other members to help you attract more fans. First, you can simply post a message with a link to your Page to your personal profile.

Then, all Pages feature a + Share button in the lower-left column that gives you a choice to either send a message to up to 20 Facebook friends or to post a message about the Page to your profile. (See Chapter 6.)

The Send a Message feature lets you send an e-mail message to a Facebook friend asking them to become a fan of your new Page. Start by letting people know you're on Facebook. You can use your new Facebook Page as a reason to reach out to existing customers, friends, and contacts outside of Facebook through your normal marketing channels. For example, you can send them an e-mail blast or include the Page address in a printed newsletter or flyer. Something as simple as "Join us on Facebook!" does the trick.

Letting fans find you

Facebook members can find your Page in several ways. You can also refer to Chapter 6 for more information on promoting your Page to learn more about Facebook marketing tactics.

- ✔ **Name search:** Members can search for a Page by using the Search box in the top-right corner of your screen anywhere within Facebook. Simply type the name of a company, local business, or public figure, and then click the Search button. Your Page name appears near the top of the search results when a user enters an exact match. (For more information, see "Finding Pages on Facebook" later in this chapter.)

- ✔ **Member profiles:** Profile Walls list each of the Pages friends are fans of. Members can click your Page title in a friend's profile to go to your Page.

- ✔ **News Feeds:** When members become fans of a Facebook Page, stories are published in their News Feeds in their profiles. Members can click your Page title that's embedded within a story to visit your Page.

- ✔ **Public view:** Facebook Pages are available to the public, not just Facebook members, via Internet search engines. Internet users can find links to your Page within search engine results, as well as on Web sites and blogs.

Viral Marketing with Pages

If you build a Page, will they come? Not if nobody knows about it! The same viral elements that have helped make Facebook profiles so popular are also hard at work behind Facebook Pages. No, we're not talking nasty viruses; we're talking a way of spreading your reach. When fans interact with your Facebook Page, their actions become social stories and publish to their News Feeds.

Your friends may very well see these social stories when they log into Facebook and be influenced to take a similar action. The stories link to your Facebook Page, generate social interactions in the News Feeds of their friends, and drive more traffic to your Page. This is leveraging each person's social graph. Meaning through Facebook, users can discover new Pages of interest to them.

Your job is to create actions that generate social stories. Understanding the types of social actions that trigger social stories is key to harnessing Facebook's social graph.

How can you market your Page?

Your goal is to create interaction on your page that gets noticed. To do that you can use a variety of tactics. In this section, we discuss some ideas for sharing, adding features, and commenting. (See Chapter 6 for more information.)

Adding applications

One simple idea is to add apps to your page. By doing so you generate another story on your Wall and in the News Feed of your fans. Facebook has a variety of apps for businesses, entertainment, games, sports, and utilities. (See Chapter 12.) For example, you can use the SlideShare app to share a PowerPoint presentation with your fans or you can add the birthday calendar app to keep track of your local patrons' special day.

Posting and sharing on a Page

Posting a blog or sharing an interesting article you just read that is related to your business is a great way of generating a story. To do this, simply click the What's on Your Mind? box at the top of your Page. Enter a comment about the blog or article and then add the link by clicking the Attach a Link icon.

Comment on your Page

Comments to members or for your Page show your fans that you're engaged in a dialogue with them and add value to the conversation. If you get comments, be sure to respond to as many of them as you possibly can. Nothing keeps the dialogue going like knowing that someone is listening and responding.

Editing Page info

Editing your Page content is a very simple but often overlooked way to generate an item on your Wall. Although we don't advise that you change your information several times a week, we do encourage you to edit your Page when major events occur.

How can fans market your Page for you?

Fans actions on your Page can also generate stories about your business in the News Feed of their friends. Although they are impossible to control, be aware that these actions count in the eyes of a fan's friends and can seem like an endorsement of your Page.

✔ **Becoming a fan:** Creating a strong fan base is a great way to get the viral equivalent of an endorsement of a fan to all their friends. Growing your fan base should be a top priority for you. (See the earlier section, "Finding Fans for Your Page.")

✔ **Wall posts:** Offers another great way for fans to enter into a discussion on your Page. Wall posts also appear on the News Feeds of all the fan's friends. (See Chapter 6.)

✔ **Photo uploads:** Getting users to share photos of them engaging with your product, brand, or public persona is a great endorsement that's visible to all the fan's friends.

✔ **Tagging friends:** Share photos that include the friends of your fans. Be sure to take as many high quality photos at events so you can share them and tag as many people as you can whether or not they are fans of your page. (See Chapter 6.)

✔ **Video uploads:** Add a great sense of interactivity with videos to promote your brand. Running a contest to get members to send in videos is a great way to market your product. (See Chapter 13.)

✔ **Event RSVPs:** Invite your fans to join an online or face-to-face event as another great touch point to consider. Any event you hold should be posted to your Facebook Page. When members RSVP, a new item generates in their News Feed for all their friends to see, perhaps enticing them to come to the event as well. (See Chapter 8.)

Finding Pages on Facebook

When looking for a specific Page on Facebook, the Search box on the top navigation bar is a handy way to find what you're looking for. Here's a quick step-by-step guide to finding a specific Page:

1. **Type the name of the company, product, or personality in the Search box, and click Enter.**

   You're presented with the closest matches in the search results.

2. **If you don't see what you were searching for in the results, click the Pages tab just above the results.**

   Only Pages that closely match the search term display. If you don't see the company, product, or personality, it's most likely because a Page doesn't exist.

Facebook also provides directories to help you find Pages of several types, as shown in Figure 4-15. Facebook Pages are divided by major categories, including Places, Products, Services, Stores, and so on.

Figure 4-15:
Browsing by
Page type
helps you
find your
favorite
Pages.
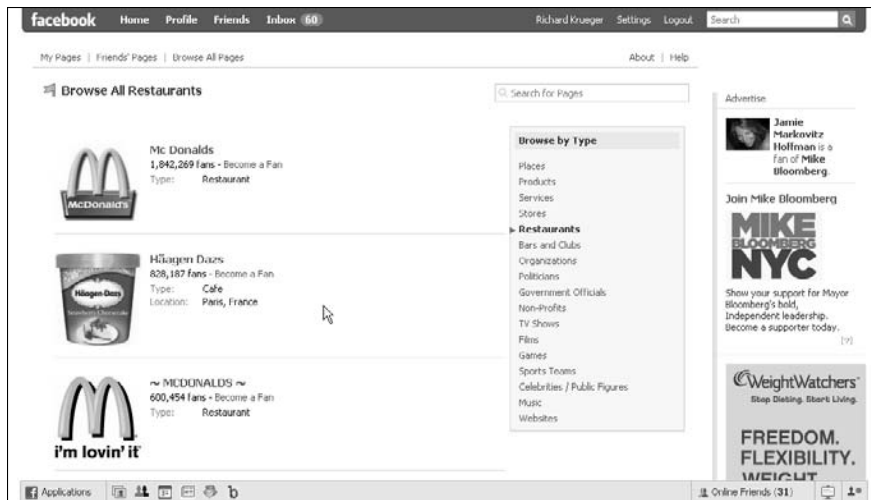
Here's how you get to where you can browse Pages by type:

1. **Click the Profile link on the top navigation bar.**

2. **Click the Info tab.**

3. **Scroll down to the Pages section, and click the See All link.**

4. **From the Your Pages page that appears, click Browse All Pages.**

   Using the Browse by Type box allows you to list Pages within catego-
   rized results. Pages with the most fans are featured on the top of the list-
   ings in descending fan order.

For a list of Facebook company directories, please visit us on the Web at `www.`
`dummies.com/go/facebookmarketingfd`