



## Boomer Marketing *Buzz*

Tips, trends and tools to reach Boomer Buyers



Hello and welcome to **Buzz #7**: the latest tips, trends and tools that will help you attract and join the conversation with more of the 78+ million active, wealthy and dynamic Baby Boomers.

\*\*\*If you've been reading this BUZZ series, you've noticed that I seemed to disappear since December. On December 21, 2009 at 1:00am, my husband and I stood on our lawn and watched as fire destroyed our home. It was a chimney fire and fortunately, no one was injured at all. The boys came home for Christmas the next day and even the cat survived!

I did, however, lose my bearings and was unable to keep up with my writing. We've emptied our home of all its contents and are meeting with builders, adjusters, insurance agents, architects and beginning to make plans to gut and rebuild the home.

As a matter of fact, I was building my own Fan Page on Sunday, Dec. 20<sup>th</sup> before the fire. I've got some work to do to complete it.

So, I'm rising from the ashes and trying to get back into the swing of things!\*\*\*

**On to today's issue...**

### **BUZZ #7: Why You Need a Facebook Fan Page**

2009 was truly the year Social Media took the world by storm. Facebook now has over 400 million users and the fastest growing segment is 35 – 54 year olds with 55+ female Baby Boomers not far behind. Twitter has over 50 million users (and growing!) and there are over 43 million LinkedIn users relying on that site as a primary business referral tool.

In the last half of 2009, I kept hearing more and more about Facebook Fan Pages. They have become the most important real estate a business can have on Facebook.

Just to clarify—a Facebook Fan Page and a Facebook Business Page are one and the same. It's where you build a raging fan base and promote your business, your products and your services.

According to Mari Smith, the "Pied Piper" of the online world and Facebook's guru on business-building success, the #1 reason to have your own Facebook fan page is "More people can find your business because your page is indexed and searchable inside and outside of Facebook."

## **Build an Unlimited Baby Boomer Fan Base**

A wonderful feature of Facebook fan pages is that there is no limit to the number of fans you can have. Facebook limits your personal profile to 5000 'friends' but puts no limit to your fans.

Your Baby Boomer fans can write on your wall, upload photos and join other fans (your customers and clients) in discussions. It's the perfect place to engage with your fans and learn what they like and don't like about your business.

As your fans interact with your Page, stories that link to your Page go out to their friends via the news feed. As those friends then interact with your Page and then all of their friends become aware of you, well, you can see how your visibility grows by word of mouth in leaps and bounds.

## **Plan Your Facebook Fan Page**

When you plan your Facebook fan page, it's important to be clear about who your ideal fan is and what your expected business outcomes will be. If you offer multiple services or products (information products, consultations), you might consider developing different fan pages for each.

Businesses are using Facebook fan pages in many ways:

- Promoting their products and services
- Announcing events
- Creating a community
- Offering valuable and relevant content
- Posting a Frequently Asked Question page
- Posting testimonials to build credibility
- Laser targeting their fan base
- Posting blog entries
- Posting relevant videos and unlimited photos
- Getting feedback from fans, customers and clients
- Adding shopping carts

## **Name That Facebook Fan Page**

When you create your fan page, give careful thought to the name of your page. It should clearly represent you and your business. Be sure to include your most important keywords in the name of your page. This will become your URL and it cannot be

changed. If you want to change the name once your page is published, you'll have to delete your entire page and start over.

### Select Your Profile Picture Wisely

You can post unlimited photos on your page. The most important one is your profile picture (the one Facebook users see in their friends News Feed as a thumbnail). It could be your logo, storefront, group photo or individual photo. Just be sure it remains clear when reduced to a thumbnail.

### The 5 Most Popular Types of Posts on Facebook Fan Pages:

Research done by **frozen frogs**, a digital media company, show the following to be the 5 most popular types of posts:

1. Announcements of new products—this is most powerful when your fans comment on your page.
2. Promotions, discounts and freebies—the 'what's in it for me' factor.
3. Eco-friendly causes—Boomers like to know you care and will put their money towards your chosen causes.
4. Doing something special or surprising for your customers.
5. Video—everyone loves eye-candy and entertaining videos.

### Time to Get Started!

So, start looking at Facebook Fan Pages, become a fan of several that interest you and learn how they are using their Pages to engage with their fans. Then, create your own and enjoy the benefits of building your brand and your business!

I'd be happy to help you learn how to create a FANtastic Facebook Fan Page for your business! Fan my page at: [www.facebook.com/boomermarketing](http://www.facebook.com/boomermarketing).

*Kathleen Cleary is a Baby Boomer Direct Response copywriter and online marketing strategist who specializes in companies focused on the Boomer market. Her skills include Social Media Marketing and website optimization to boost conversions and sales.*

*To learn how she can help you reach more Boomer Buyers and sign up for her free report "Grab your Share of Gold in the Sea of Baby Boomer Silver", visit:  
<http://boomermarketingcopy.com/goldmine>.*