

How to Use the Power of a Facebook Fan Page To Find Clients and Grow Your Web Writing Business

You've hung your freelance web writing shingle and started to prospect for clients.

Your website is up. You're sending prospecting letters, making follow-up phone calls, writing a monthly ezine, maybe giving local presentations to establish your expertise.

All important steps to get a freelance business off the ground, to be sure ...

How would you like some free advertising? Advertising with the potential to grow a raging fan base that can bring you more traffic, more prospects and more paying clients.

Introducing the Facebook Fan Page

Facebook Fan Pages allow you to officially represent your business and services on Facebook. Your fans—friends, prospects and clients—have a unified place to interact with you, get updates on what you're offering and doing, and connect with other people "just like them" who love your products and services. You build a community and gain exposure for your 'brand'—you!

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."

Start with some planning...

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), consider developing different fan pages for each.

Think about your chosen niche. Are you writing for the B2B market? Health, finance, nonprofits? You'll want to choose significant keywords for your page title, your custom URL and your body content so your ideal fans can find you.

And just like with all elements of your marketing strategy, set some goals to make sure you're getting a good return on your investment – in this case, your time! For example, a 90-day plan may look like...

- Increase search ranking to top 25 for your 'niche targeted keywords'
- Gain 50 new ezine subscribers
- Acquire 300 new fans
- Find 25 new client leads
- Contract with 4 new paying clients

Create Your Page in 5 Easy Steps

To begin creating your page, click on 'Ads and Pages' on the left column of your Facebook profile page or use the 'Advertising' link at the very bottom of the page. Select 'Create a Page'.

1. Select your category/title – as a copywriter, you'll probably want to choose 'local business' and then 'professional service". Give careful thought to the name of your page and include your most important keywords. It should clearly represent your business. If you want to change the name once your page is published, you'll have to delete your entire page and start over.

2. Add your profile image – this space can be utilized like a banner ad. It's 200 pixels wide by 600 pixels deep. Be creative with 'eye candy' to capture attention here—use your logo, your photo or whatever image best represents your web writing business.

This image is the one fans' friends see in their News Feed as a thumbnail. Double check to see which part of the picture shows up in the thumbnail—you obviously want a whole face and not a chopped off head if it's an individual photo!

3. Add your business information – Include your name, your website URLs, an overview of what you do and any pertinent information. Again, for SEO purposes, select your most important keywords for your niche and business.

4. Add engaging content – Use your tabs to post relevant, useful or entertaining content to attract fans and keep them returning to your page. You can add videos, photo galleries, articles written by you OR others, events (such as a webinar on your specialty), blog entries, surveys, contests and more.

To get an idea how effective copywriters are using their Fan Pages, take a look at *Gloria Rand – SEO-Copywriting-Social Media*.

To establish her expertise, Gloria is posting her blog entries, interviews she's given, fun quotes, and relevant articles. Be sure to read her blog entry: "7 Useful Facebook Apps for Business".

Another great page to become a fan of is Jim Turner's Social Media Marketing Network. Many of you know Jim as the author of AWA's "*Social Networking: the 21st Century Way to Find New Clients.*"

In addition to posting relevant articles, videos, etc., Jim has an active discussion board to engage his 6,000+ fans.

5. Publish that page! Once you are happy with all the info you've written and your chosen page title and keywords, hit the publish button and work that page. Don't forget, you don't want a dead static page ... you need to keep posting and engaging so that you'll attract your ideal fans.

Once you have some fans, grab your custom URL

You'll notice that Facebook will give your page a rather long and unfriendly URL. Once you have 25 or more fans, you can create a custom URL for your page—another great SEO opportunity! Go to www.facebook.com/username and select "set a username for your page". You'll be given a chance to check the availability of your choice. Be SURE you are happy with your choice as you won't be able to change this either.

My niche is the Baby Boomer Market and my page URL is:
www.facebook.com/boomermarketing.

Measure Your Fan Page Success

Like I mentioned earlier, it's important to know your goals and know how to measure them. In using Social Media, it's important to keep in mind that Return on Influence (# of fans, subscribers, comments, likes, etc.) eventually leads to Return on Investment. So keep an eye on it!

There are numerous tools you can use to measure the success of your Page:

- **Facebook Insights** has statistics on Fan growth rates and interactions, broken down by wall posts, likes and comments. You can view total active fans each week and see demographics such as gender, age, location and language.
- **Bit.ly and Cligs** track the number of clicks for links shared in Social Media Channels (Twitter, LinkedIn, etc) and the source of the clicks. This enables you to identify trends and what type of content is of interest to your fans.
- **Google Analytics** tracks website traffic, user behavior and your business goals, conversion and revenues.
- **Facebook Conversion Tracking** now allows you to track the activity that happens on your website as a result of someone seeing or clicking on your **Facebook Ad**. In addition to stats on impressions and clicks, you have the ability to track subscriptions, registrations, sales or whatever makes sense to your business.

Revisit the Expected Business Outcomes you established when you planned your Page after 90 days and see how you've done in growing your business.

Once you've created and worked your **fantastic** Facebook Fan Page, you can start to offer Fan Page Creation for you clients and monetize your new skills!

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 business!

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.