

# Ten Ways to Improve your Facebook Marketing Efforts

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**Author:** [Dan Chambers](#)

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Facebook is the number one destination for marketers in the U.S. and many worldwide markets. It will surpass its rival, MySpace, in ad revenues in 2010. If your business doesn't have a presence on Facebook yet, here are ten ways to get you up and running. These sure-fire tips will leverage Facebook for your product or service and help make your business a success.

## 1. Make a great Facebook profile.

Think of your profile as a part of your brand. Make sure you include information like your education, work experience, along with your personal interests. Also, in order to make an effective profile, add a picture of yourself or one that is relevant to the product or service you are selling.

## 2. Add as many friends as possible.

This is one of the reasons why many so people choose Facebook. Members are able to meet their old friends and make new ones. By building new relationships with more people, you will be able to ensure that your marketing efforts will be worthwhile. Since you can see the friends of your friends, you will be able to add more people, making it easier to build an extensive network.

## 3. Join a number of Facebook Groups.

By joining groups that are relevant to what you are selling, you will have access to valuable contacts.

## 4. Create your own group if you can't find one that is associated to your business.

You can add members, post articles, start discussions, which could all ultimately lead to lasting relationships. You also have the option of having your advertisement directly linked to your group.

## **5. Syndicate your blog on your profile through RSS.**

This means that each blog post you make will automatically be shown on your profile page. This leads to more exposure to reach more readers giving you more leads and eventually more business. You will pick up more backlinks to your website as well, which is a driving force when it comes to SEO strategy.

## **6. You can also comment on profiles of other members.**

Even if it is just a short message that you write on someone's wall, it will give you more exposure. Just make sure that it is a relevant or meaningful message.

## **7. List your events.**

They can be events that you organized or events that are related to your business. For instance, if you are launching a new service or product, you can create an event and then invite your friends and acquaintances who you think might be interested. You will be able to see who is planning to attend your event and – afterward - guests can leave their feedback. This is probably one of the simplest and cheapest ways to do Facebook marketing.

## **8. Take advantage of the gift-giving applications in Facebook.**

You can send virtual gifts to your friends and acquaintances. This is another effective way to build relationships.

## **9. Besides the gift-giving applications, you can also make use of the gaming, movie and music applications Facebook offers.**

There are many apps to choose from so you will be able to find one that will be interesting and relevant to your business.

## **10. Create a community.**

This is one of the best benefits that Facebook has. A group of people who will be connected to you through a community will be open to what you are sharing. This is another great way you can start building your brand and using Facebook to make your business more profitable.

With these simple yet effective tips, you will quickly realize that Facebook is not only an excellent social networking website but also an indispensable tool in online marketing.

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