

4 Essential Tools for Facebook Marketers

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With a membership of over 400 million users, Facebook is becoming increasingly important to include in a marketer's repertoire of audience reach methods. A marketer must use the social media network to his or her advantage. Below are 4 basic necessities to perfect in order to market effectively online:

1. Profile Page

Your profile page is the personality of your Facebook presence. It is designed to encourage visitors of your page to interact with other facets of your profile, and includes a call to action. You have the most control over this page. Facets include:

- Personal Info
- Work Info
- Photos
- Several hundreds of optional applications

This kind of workspace allows you to be more personable and accessible to the average consumer. Facebook is a tool you as a marketer can use to affiliate your personal identity with your product or brand. It is about being personable and connected with the general public.

2. Facebook Groups

Groups are simple networks that allow you to build a community of supporters for your brand. They provide a Facebook marketer the use of:

- Discussion boards
- Photos
- Video
- Links

Plus, they're free. Period. Facebook groups are a viral marketer's dream come true.

3. Facebook Pages

[Fan Pages](#) are separate from personal profiles. They enable businesses of all sizes to create brand awareness on Facebook. Similar to groups, pages can be followed by "fans," and allow for a community of brand supporters to grow. Facebook pages are great for small businesses to practice viral marketing. Some effective tools included on Facebook pages include:

- HTML, Flash, or Facebook applications
- "Bumper Stickers"
- No limitation on the number of "fans"
- "Fans" can share the page with their friends through different venues
- Pages are usually created by authorized agents, creating a sense of authenticity

4. Facebook Events

Facebook Events is a free application that enables you to promote marketing events. These events could include sponsored parties, product launches, or even fundraisers.

Events get their own pages, like groups, that include:

- A "wall" attendees can post comments on
- Discussion
- Photos
- Videos
- Links

All friends invited receive a personal notification requesting their RSVP. Facebook events are quick and easy way to promote events to hundreds of people, monitor who will be attending, and gauge the anticipation of attendees.

These 4 basic Facebook tools provide marketers with the ability to reach their audiences at a much more personal and involved level. It allows for an audience member to feel like they are a part of their brand and share their association with other friends.

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