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21 Creative Ways To Increase Your Facebook Fanbase

By Mari Smith (<https://www.socialmediaexaminer.com/author/mari-smith/>)
April 27, 2010



If you build a Facebook Page, will fans come? This is the great hope for many businesses. However, fans do not magically appear from the Facebook mist.

People must be lured to your fan page. And there are some good and bad ways to go about doing this. In this article, I'll share a big myth and 21 ways to drive more fans to your Facebook fan page. (Though Facebook recently changed the "Become A Fan" button to the new, omnipresent "Like" button – and a fan page is called a "Business Page" or "Facebook Page" – we can still call them fan pages and people who join are fans!)



Categories

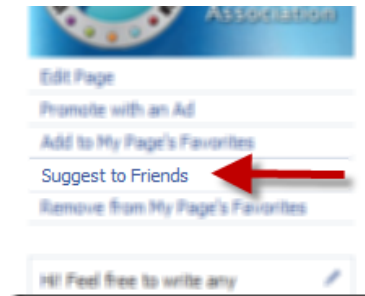
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The Big Myth

There's a great myth that once you create a Facebook fan page for your business, the first thing you should do to get fans is invite ALL your friends from your personal profile using the "Suggest to Friends" feature.



Unfortunately, **this strategy may not be that effective and can, in fact, often backfire**. I have seen many industry gurus complain that when they decline a fan page request, it's frustrating to continue to be asked again and again.

There are several **reasons not to use the Suggest to Friends** feature:

- **Facebook users can only like up to 500 pages** (<http://www.facebook.com/help/?faq=12276>) and may wish to be selective. (Though I have seen it's possible to go over this limit).
- **Fan page suggestions may often build up, unnoticed**. (At last count, I have 593 overlooked fan page suggestions and am already a fan of 500!)
- To aggressively pursue all your friends to join your fan page – for no apparent incentive – is **counterintuitive to the nature of social media**.

So, the good news is **there are many ways to promote your fan page and proactively increase your fan base without bugging all your current Facebook friends, and also by thinking wider than just Facebook**.

Here are 21 ways to get more fans for your Facebook fan page:

#1: Embed Widgets on Your Website

Select from a number of the new **Facebook Social Plugins** (<http://developers.facebook.com/plugins>) and place them on your website and blog. The Fan Box widget is now the Like Box (<http://developers.facebook.com/docs/reference/plugins/like-box>) and it works well to



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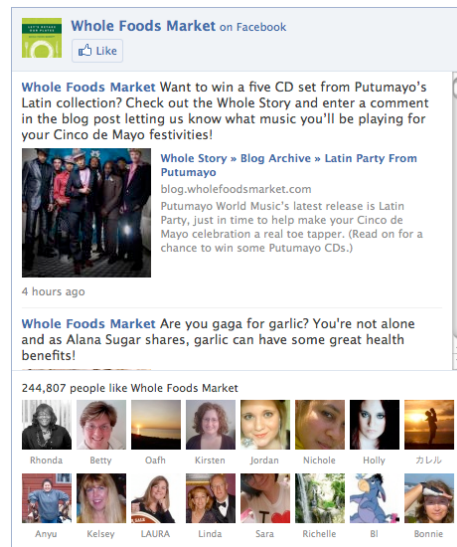


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display your current fan page stream and a selection of fans – see screenshot below with Whole Foods Market Facebook Like Box. I would recommend adding a title above the box encouraging visitors to your site/blog to click the “Like” button (which makes them a Facebook fan).



(<http://www.facebook.com/wholefoods>) *Whole Foods Market Facebook Like Box.*

(<http://www.facebook.com/wholefoods>)

You might also consider the **Live Stream**

(<http://developers.facebook.com/docs/reference/plugins/live-stream>) widget for more advanced uses, particularly on an FBML custom tab of your fan page itself. The Live Stream widget allows Facebook users to **add their comments to a live event**, for example, and that activity pushes out into their stream.

#2: Invite Your Email and Ezine Subscribers

Assuming you have an opt-in email list, definitely **send out an invitation to your subscribers via email** (several times, over time) letting them know about your fan page and encouraging them to join. Ideally, provide them with a description of the page and an incentive to join.

Be sure to have the **Facebook logo/badge appear in your HTML newsletters**. Instead of the usual “Join our Fan Page,” **say something creative like “Write on our Facebook wall,”** or “Join our Facebook community,” or “Come add your photo to our Facebook group” (where “group” is actually your fan page). Users have to be a fan in order to interact with your fan page in this way.



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#3: Add to Your Email Signature Block

Instead of promoting your Facebook personal profile (if you do), **include a link to your fan page in every email** you send out. If you use web-based email, check out the Wisestamp (<http://www.wisestamp.com/>) signature add-on.

#4: Make a Compelling Welcome Video

Create an attractive landing tab (<http://www.marismith.com/how-to-add-a-custom-landing-tab-to-your-facebook-fan-page/>) (canvas page) with a video that explains exactly a) what your fan page is about, b) who it's for and c) why they should become members. The result: you'll increase your conversion rate from visitors to fans. One of **my favorite fan page welcome videos is by Steve Spangler** (<http://www.facebook.com/stevespangler>), the Science Guy! After watching his video (<http://www.facebook.com/stevespangler>), you can't help but want to join!



(<http://www.facebook.com/stevespangler>)(By the way, with the new Facebook changes, if your custom welcome tab and video talk about clicking the “Become A Fan” button, you may want to change the wording to “click the Like button” now).

#5: Use Facebook Apps

I recently tested a new live video-streaming app called Vpype (<http://apps.facebook.com/vpypebroadcaster>). The app adds a tab to your fan page called “Shows” and when you broadcast as your fan page, everyone can view by default. (You can also broadcast as your personal profile and selectively invite friends/friend lists). I wrote up a review of this app here (<http://www.marismith.com/new-facebook-live-video-streaming-app/>). By announcing via Twitter, your personal Facebook profile, your blog and your email list, **you can broadcast regular live Internet TV shows from your fan page and create much buzz.**

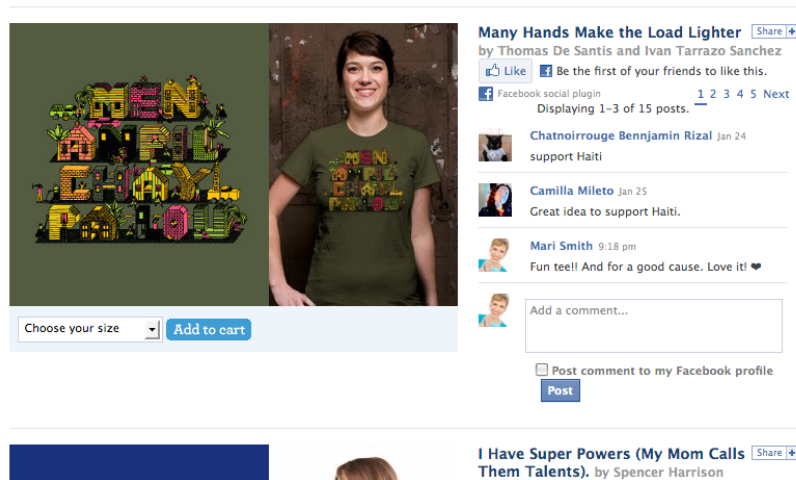
Another example of app integration is Target (<http://www.facebook.com/target>)'s "Bullseye Gives (<http://mashable.com/2009/05/11/target-bullseye-gives/>)" campaign. **Target had their fans vote on which of ten charities they most wanted to see the company donate to.** By voting, a post goes out onto your Facebook wall and into the News Feeds of all your friends, thus providing Target with valuable exposure. (For custom apps, see companies like Buddy Media (<http://buddymedia.com/>), FanAppz (<http://fanappz.com/>), Wildfire Apps (<http://wildfireapp.com/>), Involver (<http://involver.com/>), Virtue (<http://virtue.com/>), Context Optional (<http://www.contextoptional.com/>).) **[UPDATE:** Thank you to Context Optional (<http://www.contextoptional.com/>), the creators of Target (<http://www.facebook.com/target>)'s "Bullseye Gives (<http://mashable.com/2009/05/11/target-bullseye-gives/>)" campaign!]



(<http://www.facebook.com/target>)

#6: Integrate the Facebook Comment Feature

My favorite example of this is the t-shirt company Threadless (<http://www.facebook.com/threadless>). On their landing tab (canvas page), you can view and purchase t-shirts as well as **Like and comment on any item and choose to have that comment posted to your Facebook profile**, as shown in this screenshot:



(Screenshot of Threadless Facebook Fan Page landing tab)

(<http://www.facebook.com/threadless>)

Threadless actually has their landing tab set up so visitors don't have to become a fan to purchase/comment/interact. Yet they have organically built

(<http://www.forbes.com/2010/01/06/threadless-t-shirt-community-crowdsourcing-cmo-network-threadless.html>) well over 100,000 fans.

As users comment on items, **that activity is pushed out into their stream** (profile wall and their friends' News Feeds), which creates **valuable viral visibility** for your fan page.

(**Important Update:** Facebook no longer supports FBML. Please refer to the articles on Facebook iFrame (<https://www.socialmediaexaminer.com/tag/iframe/>.) For further information on adding the comment box to your FBML page/app, see these (<http://developers.facebook.com/docs/reference/plugins/comments>) pages (http://wiki.developers.facebook.com/index.php/Fb:comments_%28FBML%29).

#7: Get Fans to Tag Photos

If you host live events, be sure to take plenty of photos (or even hire a professional photographer), **load the photos to your fan page and encourage fans to tag themselves.** This, again, pushes out into their wall and friends' News Feeds, providing valuable (free!) exposure. And, a picture says a thousand words – we notice the thumbnails in our feed more than text. (*Props to Nick O'Neil* (<https://twitter.com/allnick>) for this tip.)

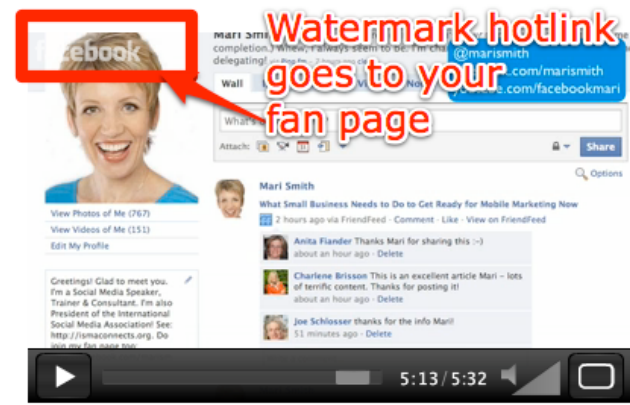
#8: Load Videos and Embed on Your Site

Facebook's Video feature is extremely powerful. **You can load video content to your Facebook fan page, then take the source code and embed on your blog/website.** There is a **“Become a Fan”** button right in the video itself. For an excellent tutorial, see Nick O'Neil's post: How To Get Thousands of Facebook Fans With a Single Video (<http://www.allfacebook.com/2009/11/how-to-get-thousands-of-facebook-fans-with-a-single-video/>).



(<https://www.socialmediaexaminer.com/ue2c>)

[**UPDATE:** Since Facebook changed the Become a Fan button to the Like button, **embedded Facebook videos now display a white watermark hotlink of the Facebook name in the upper left corner of the video player** – see first screenshot below. This is a clickable link that goes to the original video page on your fan page. If the visitor to your site clicks through to Facebook from your video, and they are logged into Facebook at the time, **they will see a Like button at the top left corner of the video player** – see second screenshot below.]



(Screenshot shows example of an embedded Facebook video on an external site)

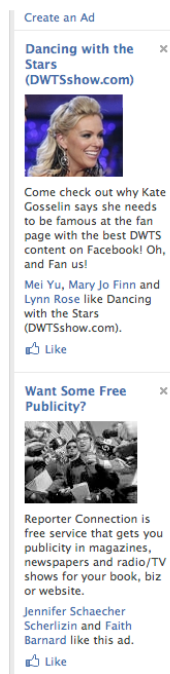


(Screenshot shows the same video on the original page of the fan page with the Like button)

#9: Place Facebook Ads

Even with a nominal weekly/monthly budget, you should be able to **boost your fan count** using Facebook's own social ad feature. It's the most targeted traffic your money can buy. To buy an ad, scroll to the foot of any page inside Facebook and click the link at the very bottom that says "Advertising (<http://www.facebook.com/advertising/>)." From there, you can walk through the wizard and get an excellent sense of how many Facebook users are in your *exact* target market.

Then, when you advertise your fan page, Facebook users can become a fan (click the Like button) right from the ad as shown in the screenshot below. Additionally, Facebook displays several of your friends who have already liked you, thus creating social proof.



My book with Chris Treadaway, *Facebook Marketing: An Hour a Day* (<http://bit.ly/facebook-mktg>) (Sybex) contains comprehensive instructions on maximizing your marketing through Facebook social ads.

#10: Run a Contest

This is somewhat of a gray area because Facebook changed their Promotional Guidelines (http://www.facebook.com/promotions_guidelines.php) last year.

Essentially, you need prior written permission from Facebook and need to be spending a significant amount on ads per month. However, **you CAN require Facebook users to become a fan of your fan page in order to enter a contest**, sweepstakes, drawing or competition. See these two (<http://www.insidefacebook.com/2009/11/06/facebook-updates-promosweepstakes-guidelines-for-pages-and-apps-what-it-means-for-marketers/>) posts (<http://www.insidefacebook.com/2009/12/31/policy-watch-facebook-page-owners-can->

require-users-to-become-fans-in-order-to-enter-contests/) for further explanation. PLUS, good news: you CAN run contests and sweepstakes with the use of the apps created by **Wildfire App** (<http://wildfireapp.com/?variation=1>).

#11: Link to Twitter

Link your Twitter account (<http://www.facebook.com/twitter/>) to your Facebook fan page and automatically post your Facebook content to Twitter. You can edit what gets posted, choosing from Status Updates, Photos, Links, Notes and Events.

You have 420 characters on the Facebook publisher and 140 on Twitter. **In the tweet that goes out, Facebook truncates your post past a certain character count and inserts a bit.ly link back to your fan page.** To track click-through stats on that link, just paste the bit.ly link that Facebook created for you in your browser's address bar and add a "+" sign to the end. This works for any bit.ly link!

I also recommend you **promote your Facebook fan page on your Twitter background and possibly in your Twitter bio/URL field too.**

#12: Get Fans to Join Via SMS

Your fans can join your fan page via text message! You'll need to get your first 25 fans and secure your username (<http://facebook.com/username>). Then, to join your fan page, Facebook users just **send a text message to 32665 (FBOOK) with the words "fan yourusername" OR "like yourusername"** (without the quotes).

This feature is ideal when you're addressing a live audience, say. Have everyone pull out their mobile phones and join your fan page on the spot! This would also work well for radio or TV. (Note that this only works for Facebook users with a verified mobile device in his or her account.)

#13: Use Print Media

Look at every piece of print media you use in your business. Your Facebook fan page (as well as Twitter and any other social sites you're active on), should be clearly displayed. **Put your Facebook fan page link (and the logo) on your business cards, letterhead, brochure, print newsletter, magazine ads, products, etc.**

#14: Display at Your Store/Business

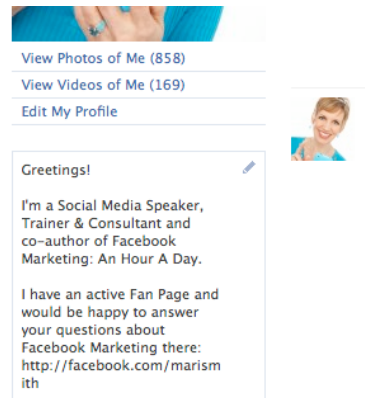
If your business is run from physical premises, **put a placard on the front desk** letting your customers know you're on Facebook. Ideally, you have a simple, memorable username. **Incentivize customers to join right away via their mobile device and show you/your staff the confirmation for some kind of instant reward!**

You might **give out physical coupons promoting your fan page**. For restaurants, put the Facebook logo, your username and a call to action on your **menus**.

I was at a hotel (<http://www.jdvhotels.com/hotels/kabuki/>) in San Francisco last fall and they had **a placard in the elevators promoting their presence on Facebook and Twitter**. The sign was very noticeable because of those ubiquitous Facebook and Twitter logos/colors!

#15. Add a Link on Your Personal Profile

If you'd like to **promote your fan page to your Facebook friends**, just under your photo on your personal profile there is a section to write something about yourself. I call this the "mini bio" field and strongly suggest adding a link to your fan page like so:



Be sure to **format the URL with https://** otherwise it will not be clickable with just the www's. You have a limited amount of characters, so keep it succinct and leave out the www's. You can put in hard line breaks though to make the content easier to read.

#16: Add a Badge/Button to Your Profile

Using an app like Profile HTML (http://apps.facebook.com/profile_html/) or Extended Info (<http://apps.facebook.com/extendedinfo/>), you can **create your own custom HTML**, including a Facebook (<http://www.facebook.com/facebook-widgets/>) badge

(<http://www.facebook.com/facebook-widgets/pagebadges.php>) and/or graphic embedded, as shown in the screenshot below:



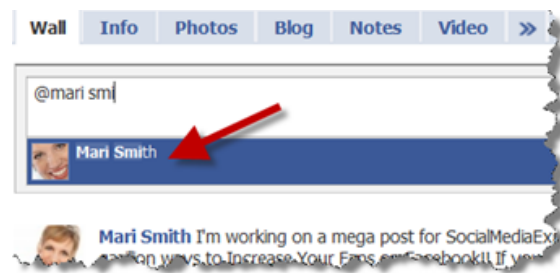
#17: Use the Share Button

The **Share button** is all over Facebook and is a very handy feature. It only works for sharing on your personal profile. So periodically go to your fan page, scroll toward the bottom left column and click the "Share+" button. **Add a compelling comment** along the lines of exciting news, recent changes, special incentives, etc., happening on your fan page and invite your friends to join if they haven't already. I find the Share button far more effective than the Suggest to Friends approach. (And, if you'd like to Share content from the web on to your *fan page* vs. profile, I highly recommend using the **Hootlet bookmarklet tool** at HootSuite.com (<http://hootsuite.com>)).



#18: Use the @ Tag

As long as you're a fan of your own fan page, you can "@ tag" it on your own personal profile wall. From time to time, you can **let your friends know about something happening on your fan page by writing a personal status update that includes tagging your fan page with an @ tag.** Simply start typing the "@" symbol and the first few letters of your fan page name (this works whether you have your username registered or not), and it will appear from a drop-down menu to select. This then makes it a nice, subtle hyperlink that your friends can choose to click on.



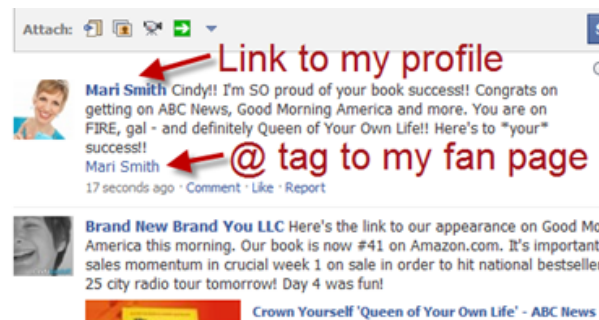
#19: Autograph Posts on Other Walls

A subtle way to gain more visibility for your fan page is to add an @ tag for your fan page when writing on your friends' walls as a way to sign off.

I would **use this one sparingly** and, again, monitor the response from your friends. I have never been a fan of adding a signature block on Facebook wall posts because our name and profile picture thumbnail are always hyperlinked right back to our profile anyway. But the simple @ tag could be effective.

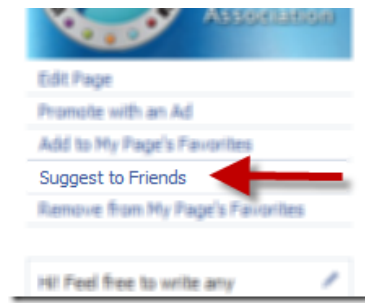
#20: Autograph Other Fan Pages

As with adding your fan page @ tag to posts you make on your friends' walls, you could equally **use the same technique when posting on other fan pages**. This **needs to be used with discretion** and I would advise against doing this on any potentially competing fan page!



#21: Maybe Use "Suggest To Friends"

I won't rule this one out completely as it does **depend on how many friends you have**, your relationship with your friends, how often you suggest fan pages/friends to your friends, etc (see 'The Big Myth' above). But I do recommend **monitoring the response to this technique** – perhaps simply by asking for feedback in your status update.



So, these are just 21 ways to create strategic visibility and promote your Facebook fan page.

An advertisement for the Facebook Ads Summit 2018. The background is a dark blue gradient with light blue rays emanating from the center. On the left, the text 'Scale your results with the right Facebook ads Strategy' is written in large, white, bold letters with a blue outline. Below this text is an orange rectangular button with the white text 'ATTEND FACEBOOK ADS SUMMIT 2018'. To the right of the button is a graphic of a folded map with a red dashed line showing a path that ends in an upward-pointing arrow, symbolizing growth and strategy. The map has a small red circle on one of its panels.

(<https://www.socialmediaexaminer.com/q9t5>)

Let's hear from you. Which ones have you implemented with success? Plus, do feel free to add any of your own creative promotional ideas in the comments box below!



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ABOUT THE AUTHOR, Mari Smith (<http://marismith.com>)

Mari Smith is a widely-recognized social media speaker and trainer, author of *The New Relationship Marketing*, and coauthor of *Facebook Marketing: An Hour A Day*. Follow Mari on Twitter: [@marismith](https://twitter.com/marismith).



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smmuscle • 8 years ago

Great article that my clients and business associates will definitely find useful!

30 ^ | v • Share >



Mari Smith → smmuscle • 8 years ago

Thanks, Cheryl!! Glad to hear it. :)

11 ^ | v • Share >



David → Mari Smith • 6 years ago

I loved the article Mari. Hopefully using this as a template can help me get some traffic to my facebook fan page.

<https://www.facebook.com/su...>

4 ^ | v • Share >



Malvika Tiwari → smmuscle • 7 years ago

Amazing way to increase likes on ur page and also earn along.. its great.. and free :)

<http://goo.gl/CFHFw>

5 ^ | v • Share >



This comment is awaiting moderation. [Show comment.](#)



Molly Applecakes → Followerfan • 6 years ago

Follower Fan is a scam page. I'd strongly advise not using it.

7 ^ | v • Share ›



John Barr → smmuscle • 6 years ago

I have started all my fanpages with <http://socialnetexposure.com/> After i get initial number of fans - new one just keep coming by them self. This is hassle free way to start fanpages :)

Kind regards

2 ^ | v • Share ›



matthewlyle • 8 years ago

Awesome tips, Mari. I'm in the process of getting a Facebook "Like" page for my latest website venture [Theme Thesis](#) and this article's really going to help.

3 ^ | v • Share ›



Mari Smith → matthewlyle • 8 years ago

Woohoo - stoked to hear that!! I checked out your website, very nice!!

4 ^ | v • Share ›



CityCliq • 8 years ago

Thanks Mari,

There are definitely some tools mentioned in this article that I am going to research further. At first, I was not happy about Facebook removing the "fan" moniker but after seeing the new "Like" system in context (especially with the ads) I have to say that I am coming around :-)

Thanks again!

6 ^ | v • Share ›



Mari Smith → CityCliq • 8 years ago

You know what, I feel the same way. Suddenly having the ability to Like anything around the entire web and share that with my Facebook friends is really, really cool!! :) I'm enjoying the creative implementation too, such as on [levis.com!](#) :)

5 ^ | v • Share ›



Melissa Montovani → CityCliq • 7 years ago

I know what you mean about the "fan" vs. the "like" system, but personally, I think that the "Like" system is better (and not just because of the strategies Mari listed above - though they are certainly a big draw). I remember when they first implemented the Fan page that a lot of personalities with groups felt reluctant to ask others to become fans of their site. I think it relates to the ambivalence that many self-employed people feel toward self-promotion.

The distinction between a "fan" and "liking" something is small really, but in terms of the

semantic element of the two words, agree to Like something sounds less like a plea for self-promotion imo.

6 ^ | v • Share ›



Cindy King • 8 years ago

Mari, thanks for being here to explain all of this soooo clearly - just wa are all getting used to the "Like" button. Love all of these ideas!!! Thanks for sharing them.

I immediately put up a Comment widget after reading this post and want to try Vpype soon too. It's great to come away with be able to put things into action immediately after reading an article.

4 ^ | v • Share ›



Mari Smith → Cindy King • 8 years ago

COOL!! Thanks, Cindy. I do love action takers. You rock. :)

2 ^ | v • Share ›



Michele • 8 years ago

Wow, great information in one concise article! I'm sharing this one. Very helpful and practical information. Will be sharing this with my clients for sure! thanks!

3 ^ | v • Share ›



Mari Smith → Michele • 8 years ago

Good to know - thanks for your kind words, Michele!!

3 ^ | v • Share ›



Geoserv • 8 years ago

Excellent list, I like the embedding the comments form tip, excellent idea.

1 ^ | v • Share ›



Mari Smith → Geoserv • 8 years ago

Thanks!! Keep us posted if you set it up on your page!

1 ^ | v • Share ›



lisavalentine • 8 years ago

I've used some of those in the past, but that's a comprehensive list, thanks!

Just want to share a helpful resource for anyone whose company or workplace is blocking, or talking about blocking employee access to Facebook and other social media apps. It's a whitepaper called "To Block or Not. Is that the question?"

<http://bit.ly/9f8WOT>

It has lots of insightful and useful information about identifying and controlling Enterprise 2.0 apps (Facebook, Twitter, Skype, SharePoint, etc.)

Share it with the IT dept.

2 ^ | v • Share ›



Mari Smith → lisavalentine • 8 years ago

Ooo, this is excellent - many thanks, Lisa!! I checked it out... kinda strange to me, though, that they are combining the white paper download with a sweepstakes. I just want the paper, no sweepstakes. LOL! (Definitely a funny video!!)

1 ^ | v • Share ›



billbulloch • 8 years ago

Thanks for these tips, Mari. As usual your stuff is timely and helpful. Looking forward to reading your new book!

^ | v • Share ›



Mari Smith → billbulloch • 8 years ago

Thanks, Bill!!!

^ | v • Share ›



Karen The Connector • 8 years ago

Great insight! Appreciate the valuable information shared in this article.

^ | v • Share ›



Mari Smith → Karen The Connector • 8 years ago

My pleasure, Karen - you rock!!

1 ^ | v • Share ›



Kristi Hines • 8 years ago

These are great suggestions. If you don't have a personal profile linked to your Facebook fan page, it's hard to figure out how to find new fans. It's great that there are some tips here that can be used sans having a profile. Since I do have a profile, I really like the tip about signing with an @ tag when posting on other walls - what a subtle way to get your page out there!

One other interesting tip I found was adding content that is exclusive to fans to encourage more to "like" your page. (<http://www.kimwoodbridge.co...> The code is findable if you view page source, so it's not exactly top secret info that you can hide from non-fans, but I'm sure many would just like the page to see the content.

^ | v • Share ›



Mari Smith → Kristi Hines • 8 years ago

Aha - excellent tip to add to the mix, Kristi!! "Fan only content" is something that isn't talked about much. I love what Carrot Creative did on their team tab <http://facebook.com/carrotc...> - what you see as a non-fan is different as a fan. Very clever, and not that challenging to do ... if you have a coder on your team, right?!



deilirium • 8 years ago

These tips are great. I do have some problems with the way Facebook implements certain functions.

For example, the comments widget for your own website:

"As users comment on items, that activity is pushed out into their stream (profile wall and their friends' News Feeds), which creates valuable viral visibility for your fan page."

Ok, so I comment on a website through this widget, and maybe other people add to it to create a conversation. The conversation stays in context on that website. But for each person's comment to be posted on their FB wall? That doesn't make any sense to me. The comment is totally out of context standing alone on a fan's wall.

That's why I haven't implemented that feature on my website yet. I prefer it when people add comments to a link or post on my fan page wall, then the comments all come one right after another and there's no weird out of context post on each of those fans' walls. (Does all that make sense?)

Or, perhaps I'm misunderstanding how these comments from this widget show up on a fan's wall.



Mari Smith → deilirium • 8 years ago

Yes, you're absolutely right. In fact, the entire "socialmediasphere" is riddled with "fragmented conversations." Look at anyone's tweetstream and you see a slew of one-sided conversations. So, yes, context can certainly be important.

Let's also look at this very plugin I'm typing on right now - Disqus. As I logged in via Facebook connect and make my comments here on [SocialMediaExaminer.com](#) (or [Mashable.com](#), [LouisGray.com](#), [Scobleizer.com](#)... basically any site that also uses Disqus), I can *choose* comment by comment whether to share that onto Facebook as well.

However, with the new Facebook Like (and optional comment), it's not possible to *choose* whether to post on Facebook or not.

So, bottom line, it's up to the user to decide how/where they wish to push content. Certainly, this ubiquitous Like feature is making me even more cognizant of what I'm endorsing. And, so far, I like it!! :)

P.S. this is one comment I'm sharing on Facebook... will be interesting to see responses! :) [I rarely, however, share my Disqus comments on Twitter as it just puts out a half-sentence and often doesn't add value as a fragment!]



lacoste canada → Mari Smith • 7 years ago

Hey, great tips, thank you.. but I need a specific piece of information I wasn't able to find anywhere

anywhere.

If

I want to comment on some page and have my page name displayed instead of my personal profile name (not with a tag), how do I do that?

I've seen people do that, I know it's possible, I just can't get around and do it myself.

Thank you in advance.

^ | v • Share ›



Si Sanett → lacoste canada • 7 years ago

Hi, to do this you need to use Facebook as a page. You will find it in the 'Account' drop down on the top right of the page.

Cheers

@si_sanett

^ | v • Share ›



rduermyer • 8 years ago

Great tips, Mari. Looking forward to your sessions at SMSS10 as well.

@randy_duermyer

^ | v • Share ›



Mari Smith → rduermyer • 8 years ago

Sahweet - thanks a mil. I'm super excited for SMSS10 too!! ;)

^ | v • Share ›



Chik Quintans • 8 years ago

I always learn something new. Thanks, Mari!

^ | v • Share ›



Mari Smith → Chik Quintans • 8 years ago

Aw thanks, I'm honored!

^ | v • Share ›



TwtrCoach • 8 years ago

Mari you are awesome.. Will all these new changes be reflected in your upcoming book.. It was next month yeah? or do I recall wrong? Can't wait to get your book.

Cheers... Are

^ | v • Share ›



Mari Smith → TwtrCoach • 8 years ago

Hey Are -- you're very kind. Facebook Marketing: An Hour A Day comes out May 3rd!!! Happy Dance!! Super excited. Available on [Amazon.com](http://www.amazon.com) now: <http://bit.ly/facebook-mktg> and we're on

Twitter at @facebookmktg and Chris and I are hosting a free virtual book launch party on May 3rd too: <http://bit.ly/FacebookMktgP...> - drop in any time!

1 ^ | v • Share >



Tia Sparkles Singh • 8 years ago

Ah good, good tips. I like the idea of @ tagging yourself on other pages - unfort this won't work as well if you've gone and gotten yourself a fanpage name that's longer than your arm. Off to share!

@TiaSparkles

^ | v • Share >



Mari Smith → Tia Sparkles Singh • 8 years ago

Heheee Tia - you're "longer than your arm" comment made me LOL!

^ | v • Share >



Tia Sparkles Singh → Mari Smith • 8 years ago

Ah yes, I speak from experience of course ... just praying for the day FB decides to allow fanpage name changes. I keep the faith ;)

2 ^ | v • Share >



Sarah Santacroce • 8 years ago

Great info, Mari ! I will have to try out number 8 for sure!!!

1 ^ | v • Share >



Mari Smith → Sarah Santacroce • 8 years ago

Excellent - keep us posted!! :)

^ | v • Share >



guaranteed facebook fans → Sarah Santacroce • 7 years ago

Yes you are right, even i like this info

^ | v • Share >



Jewish Ideas Daily • 8 years ago

If many of your Facebook friends are interested in the kind of content or product you are promoting, the Suggest to Friends tool can be very efficient.

1 ^ | v • Share >



Mari Smith → Jewish Ideas Daily • 8 years ago

Yes, very true!! There are always exceptions and it's important to experiment and find what works for our respective markets.

^ | v • Share >



Phyllis Khare • 8 years ago

as usual - an excellent post Mari! I really like thinking out of the box with FB. Yes. and the book...?

to read an ebook postman ready and waiting for the postman. Er, yes, and the book...



Mari Smith → Phyllis Khare • 8 years ago

Whееe - you're very kind, Phyllis!! :)

And my book with Chris Treadaway, Facebook Marketing: An Hour A Day comes out May 3!
<http://bit.ly/facebook-mktg> to order on Amazon! PLUS, do join us at the fab fun virtual launch party all day May 3 - <http://bit.ly/ceEYIX>

^ | v • Share ›



DNux • 8 years ago

Thank you! These suggestions are practical and seem easy to implement - even for a novice.

2 ^ | v • Share ›



Mari Smith → DNux • 8 years ago

Good to hear! You're very welcome. :)

^ | v • Share ›



annienoll • 8 years ago

You rock, Mari! How do you find out about all those apps(extended info, Vpype)? Is there a blog you read regularly that tells you? (I'm sure you get pitched a lot as well and that tells you)

^ | v • Share ›



Mari Smith → annienoll • 8 years ago

Ah, thanks hon! Peeps I follow closely via Facebook friend lists, Twitter and their blogs include Pete Cashmore (Mashable), Robert Scoble, Nick O'Neil (allfacebook), Justin Smith (insidefacebook), Louis Gray, TechCrunch, ReadWriteWeb and many more.

And I do indeed get pitched a lot for all manner of new beta apps, etc. etc. which I rather love! :)
In fact, that is the coolest story of how I first got into Facebook marketing - I was on the alpha team of a Facebook app!

^ | v • Share ›

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