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facebook

# 10 Ways to Make Your Facebook Page Standout

Design equals Success

**You have jumped onto the social media bandwagon and set up a business page on Facebook, but how can you make it stand out from all the rest, and use design elements to keep people coming back?**

Facebook uses FBML (Facebook Markup Language) web page rendering, but don't despair, you can use your knowledge of HTML (Hyper Text Markup Language) to add design features, or have your web designer do it for you.

**1** Use the **Static FBML Application** to add custom design to any part of your business or organization Facebook page. This creates a customizable box where you can add graphics, text, links and video - basically anything you can put on a standard web page, you can include in this feature. One idea would be an interactive Google Map of your retail or event location.

**2** Facebook has built in tools to add photo albums and video. Each photo album can have up to 200 pictures, and can include Titles, Captions and links - create a standard album so all your new Facebook fans can visually appreciate what you are about, and add new ones for sales items in your retail location or upcoming participants for your events.

Videos are slightly more limited. Facebook currently only allows 2 minutes of uploaded video, but you can always create links to your own website video pages, or Youtube uploads. There are also 3rd party import applications for Youtube and other video site feeds.

**3** If you are serious about Social Media Marketing you likely already have a blog - if not, start there first. Use the Facebook 3rd Party Application - **RSS Blog Feeder** - to automatically import your new posts right into your Facebook business page. It's an easy method to add new content. Remember - Content is Key! You will only attract and retain fans to your Facebook page, or any other Social Media system, with continually updated and relevant content.

**4** **Facebook's Notes** is a revamped application that can be used to create all sorts of games, lists and polls but a great idea is to use it for your Blog Feeds. As each new blog post is automatically imported, your page Fans can see that you have created a new Note.



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**5** Links - standard application for all Facebook pages, but rarely used to its full potential. Most companies simply place one link to their own website but how about adding more links to relevant inside pages like your contact information, product pages, blog - or even to other website pages with positive reviews of what you provide?

**6** The standard Facebook information box is fairly limiting, but you can add more details using the 3rd party application **Extended Information**. This can be used to display more about your company, or even include timely Coupon/Sales information.

**7** Events - little used by most business page creators, but a great standard feature included by Facebook which can be used for all sorts of notifications to your fans. If you are a restaurant post your special dishes of the day, or a new product coming into your store. Create a company event just for your Facebook fans!

**8** Get your fans to do more than link to you. Have them post testimonials - **IEndorse** is a neat, easily configurable application that displays customer appreciations of your company, products and service.

**9** **Twitter Application** - if you are on twitter use this automatic feed to import your message directly into your Facebook page. A good way to keep your profile active.

**10** If you have lots of video, music, documents, PDF files, websites and graphics you wish to share with your fans the standard Facebook page can be limiting. **Posted Items Pro** is a more configurable application which makes uploading, organizing and sharing all sorts of media with your Facebook Fans easier.

**Remember** - in order to attract and keep Fans to your Facebook page you need good content with regular, relevant updates. Customize your page, make it unique and stand out from the rest.

The Wright Result is a Web Design, SEO and Marketing Company based in Victoria BC Canada.