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How To Create Amazing Facebook Pages

A best practice guide

By David Waterhouse & Chris Lake

Sample only, please download the full report from:



<http://econsultancy.com/reports/how-to-create-amazing-facebook-pages>

How To Create Amazing Facebook Pages



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1. Introduction

1.1. About this report

This guide to Facebook Pages will help you understand how to optimise your brand's presence on the world's biggest social network.

Facebook Pages are incredibly useful to businesses as a means to engage consumers. They can be used to grow revenues, support customers, extend marketing campaigns, generate extra web traffic and boost brand awareness.

Creating the perfect Facebook Page for your business takes time, planning and resources. But judging by some of the success stories, it is worth it.

There are many different approaches and tactics that can be employed to win at Facebook. This guide will examine the variety of ways in which Facebook is being used by brands, and aims to define best practice in this space.

By following our Golden Rules you will soon be on the road to Facebook success. With more than 50 recommendations and 60 examples of real world Facebook Pages, this guide should provide you with plenty of ideas to help you support your brand's aims and objectives.

1.2. About Econsultancy

Econsultancy is a [digital publishing and training group](#) that is used by more than 200,000 internet professionals every month.

The company publishes [practical and timesaving research](#) to help marketers make better decisions about the digital environment, build business cases, find the best suppliers, look smart in meetings and accelerate their careers.

Econsultancy has offices in New York and London, and hosts more than [100 events](#) every year in the US and UK. Many of the world's most famous brands use Econsultancy to [educate and train](#) their staff.

Some of Econsultancy's members include: Google, Yahoo, Dell, BBC, BT, Shell, Vodafone, Virgin Atlantic, Barclays, Deloitte, T-Mobile and Estée Lauder.

[Join Econsultancy](#) today to learn what's happening in digital marketing – and what works.

Call us to find out more on +44 (0)20 7269 1450 (London) or +1 212 699 3626 (New York). You can also [contact us online](#).

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1.3. About the Authors

David Waterhouse is a Social Content Consultant who has worked with a variety of blue chip brands to deliver big budget ad campaigns through social media.

David is also the publisher of entertainment blog, Hecklerspray, and is editor of Unruly Media's Viral Video Chart.

You can follow David on Twitter ([@davidwaterhouse](https://twitter.com/davidwaterhouse)) and connect on LinkedIn (<http://uk.linkedin.com/pub/david-waterhouse/6/712/595>).

Chris Lake is Director of Innovation at Econsultancy, an entrepreneur and a long-term internet fiend.

After a few years as a technology journalist he joined the firm in 2003 as editor, to help steer the content strategy. Since then, he has contributed to a number of Econsultancy's best practice reports and has written extensively on the Econsultancy blog, which he launched in 2006.

He currently oversees the company's editorial and social media strategies, is the co-programmer of Econsultancy's bigger annual events (JUMP and FODM), and is a cheerleader for innovation within the organisation.

You can connect with Chris on Twitter ([@lakey](https://twitter.com/lakey)) or LinkedIn (<http://linkedin.com/in/chrislake>).

1.3.1. Contributing reviewers

Our thanks go out to the following industry experts who we invited to peer review this Facebook Pages guide. Their contributions are greatly appreciated...

Adarsh Rangaswamy has worked in various e-commerce marketing roles in the retail and leisure industries. You can follow him on Twitter ([@adarshry](https://twitter.com/adarshry)) or find him on LinkedIn (<http://uk.linkedin.com/in/adarshrangaswamy>).

Erin McDonald is a dedicated Social Media Manager who is passionate about creating unique digital campaigns and growing organic communities online. Find her on Twitter ([@LadyEz](https://twitter.com/LadyEz)) or LinkedIn (<http://uk.linkedin.com/in/erinhmcdonald>).

Jan Rezab is the CEO of Candytech - a Facebook marketing company focused on managing and monitoring social media presence for brands and media companies - Candytech runs a portal called [Socialbakers](http://socialbakers.com), the biggest resource for marketers to find out about interesting Facebook statistics.

Rishi Lakhani is a Search Strategist who works with a range of Big Brands on SEO and Online Marketing, including Social Media Strategy for Search Integration. He takes active interest in the UK and International Search Community. You can find Rishi on Twitter ([@rishil](https://twitter.com/rishil)), or at his blog [Explicitly.me](http://explicitly.me).

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2. Facebook statistics

Facebook is huge. Here are some useful numbers to help you understand the scale of the opportunity, while hopefully convincing the boss that this is something worth spending a little time and money on.

2.1. Facebook usage

- Facebook has more than 500 million active global users. [Source: Facebook Pressroom, January 2011].

2.2. Facebook pages

- The average user is connected to 60 pages, groups and events [Source: Econsultancy blog, July 2010].
- Purpose-built Facebook pages have created more than 5.3 billion fans. [Source: Facebook, January, 2010].

2.3. Facebook in business

- 65% of companies use Facebook as part of their marketing strategy. [Source: Econsultancy / Guava UK Search Engine Marketing Benchmark Report, April 2009].
- More than 700,000 local businesses have active pages on Facebook. [Source: Facebook, January, 2010].

3. The business case for investing in your Facebook Pages

You can set up a Facebook Page for free, but if you want to do things properly it is going to require a budget. It takes time and effort, and potentially people power, if you want to get the best out of Facebook.

If don't have a budget, but are looking towards senior management buy-in, then use this handy cut-out-and-keep business case. These points will help your internal presentation in trying to convince the boss to put resources towards Facebook as an engagement channel.

- **Keep your brand devotees informed about latest promotions and events.** With a simple status update you can reach out to thousands of your brand devotees and keep them informed about the latest promotions and events.
- **Insight into your customer base.** The Facebook Insights option can deliver up-to-date information on just who is engaging with your content.

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4. Getting started

In this section we will give top tips about the things you should think and put in place before setting up your Facebook Page.

For example, you should set some goals and targets. These will to some degree determine the approach you take, and will help you shape the design and functionality of your Facebook Page (or Pages).

We will also recommend some of the basic apps that you can use to create the perfect page for your brand.

4.1. Setting your goals

So to begin with, you need to ask yourself what you want to achieve. Involve your team and figure out what you want to do. There are plenty of options.

4.2. Basic apps you should add to your page

Adding the right apps to your page can immediately transform it. You can improve functionality and design to create a special experience for your Facebook visitors.

We have identified a number of basic apps that you should think about adding to your Page. Log into Facebook before clicking on any of the following links.

5. How to make a Facebook Page

In this section of the report we will focus on every aspect of your page and give best practice recommendations and tips on how to achieve your business goals.

We will show you lots of screenshots and examples to shine a light on how other brands are using Facebook.

5.1 How to create a killer Facebook landing page

Effective landing pages should turn potential customers into subscribers. Once you have attracted someone to your page, you need to convince them to subscribe. They will do this by 'liking' your page. You can persuade them to do this in a number of ways, as we shall see.

We have created various **Golden Rules** that you can follow to hopefully enter Facebook nirvana!

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Golden Rule 1: Create a bespoke landing page

The first thing new Facebook Page visitors see tends to be the Wall. This is the default landing page, but you can change it (and we think you probably should).

The Wall can be a hive of activity and a good place for fans to hang out, however it isn't necessarily the first thing you want to show new visitors. A better approach might be to create a persuasive landing page that encourages visitors to become fans.

Example 1: Best Buy's landing page

You only need look at the thousands of subscribers to know that Best Buy's Facebook page has a lot of good elements to it. For example, it has a store locator and a useful product browser, which will be explored in more depth later on in this guide.

This is the Best Buy landing page, which newcomers see the first time they check out Best Buy on Facebook:



The screenshot shows the Best Buy Facebook page. On the left is a large yellow banner with the Best Buy logo and the slogan "Buyer be happy." Below the banner is a photo of a smiling woman in a blue Best Buy polo shirt. The right side of the page shows the Facebook Wall with several posts, including a post from Bertha Rivenbark, a spam post from Matt DeDionisio, a contest announcement from Psn Net, a post from Kim Wendt about a TV issue, and a post from Ichiar Fiul about hiring. There are also like notifications from Ricardo Montaña Barrios and Matt DeDionisio.

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Top tip

You can only make a first impression once, so make it the right one. We think the right approach is to create a custom landing page with compelling content and a strong call to action. You can set your custom landing page by going to 'edit page' and 'edit wall settings'. Then simply change the default landing page to a new welcome page.

Golden Rule 13: Make it easy for your fans to search for products

If you want to use your Facebook page to promote sales, incorporating a product search tool is clearly going to be a great idea.

Some brands have included a checkout on the page itself, which we have previously referred to as 'f-commerce', while most link to their own e-commerce site before visitors can buy items.

5.3 Make Facebook your social media hub

Facebook should be at the heart of your social media strategy. Thanks to the sheer number of people who use it every day, the ever-increasing number of apps, the high levels of engagement and the incredibly viral nature of its feeds, it is the ideal place to anchor your campaigns.

Top tip

Not only include links to your company's other social media profiles prominently, but also links to key employee social media profiles.

6. Measurement and ROI

Perhaps you will follow our suggestions and build a fantastic Facebook Page. But then what? Well, no doubt your boss might ask you about how it is performing.

Has it all been worth it? Has the money and time you have put into the project been well invested? You might have 25,000 fans, but what is the value to the business?

The bad news is there are no simple answers, no profit and loss sheet to easily equate exactly how much cash you have spent and how much cash you got back.

Why? Because social media assets such as a Facebook Page offers a lot more value than can be written down on a balance sheet.

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Tip 2: Think big

To judge the success of your Facebook Page, you need to take a step back and look at the bigger picture. Here are a couple of things to consider:

- Set yourself a decent amount of time for your Facebook Page to achieve its goals, whatever they might be. Like a fine wine, it needs a decent amount of time to breathe.
- Look at your overall business performance over that period, rather than just the simple metrics of your Facebook Page. Judging such things as how many fans you have or how much traffic has been driven to your e-commerce website from your Facebook Page is one thing, but also take into account such things as improved profits, customer satisfaction and sales.

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6 Checklist

This comprehensive checklist of best practice issues and their associated success factors can be used to audit your Facebook pages.

In the grid below, we have compiled a list of tests for each area we have looked at in the report to give a readily accessible overview of the points to consider, with space for you to record your site's performance, either on its own or against a competitor.

Best Practice Issue	Success Factor	Tests
Getting started	SAMPLE	1. Sample 2. Sample
Optimising your landing page	SAMPLE	3. Sample 4. Sample 5. Sample 6. Sample 7. Sample
User Experience	SAMPLE	8. Sample 9. Sample 10. Sample 11. Sample 12. Sample 13. Sample
Social media hub	SAMPLE	14. Sample 15. Sample 16. Sample 17. Sample
Content	SAMPLE	18. Sample 19. Sample 20. Sample 21. Sample 22. Sample 23. Sample 24. Sample 25. Sample 26. Sample 27. Sample 28. Sample 29. Sample 30. Sample

Customer service	SAMPLE	31. Sample 32. Sample
Moderation	SAMPLE	33. Sample 34. Sample 35. Sample 36. Sample
Putting yourself on the map	SAMPLE	37. Sample 38. Sample 39. Sample 40. Sample 41. Sample 42. Sample 43. Sample 44. Sample
Experimentation and optimisation	SAMPLE	45. Sample 46. Sample 47. Sample 48. Sample 49. Sample 50. Sample

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