



16 Experts Share How They Promote Their Business Using Facebook

BY IVANA ZUBER • AUGUST 1, 2014 • BLOGGLESS BUSINESS, SOCIAL MEDIA • COMMENTS (2) • 362



16 experts facebook

Harshajyoti Das

Founder: FireYourMentor.com

Author: How to Write Content That Converts 600% More

I will give you an example on how I am using Facebook to grow my "Kindle Publishing" business.

Whenever I publish a new book, I can promote it on 50+ Facebook groups that can reach over 300,000 book readers from all over the world. That's 100% free advertising.

It would have cost me thousands of dollars if I were to buy it elsewhere. I have created my 'fan group'; where I interact with my readers on a regular basis. I share valuable information with them on a daily basis to build trust and credibility.



The next time I publish my book, I no longer have to find an audience. I have one right inside Facebook. On the 'book launch' day, I can post an update on my 'fan ;

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even further to reach prospective readers.

Related reading: [13 Creative Tips To Skyrocket Your New Kindle Book](#)

I also love paid advertising on Facebook. It helps you to target a huge audience and build fans on your FB page almost overnight. It's like a 'dream come true' if you were in the 90's.

Alex Genadinik

Owner: www.glowingstart.com

What I do now for my Facebook advertising is encourage people to share the app on Facebook. When people share my business on Facebook, that share appears on their wall as a status update, and all (or most) of that person's friends see that status update. That gets far more views and has much more value in terms of marketing and reaching people.

Johnathan Grzybowski

Owner: [Dino enterprise](#)

Dino Enterprise uses Facebook to sell. Although at times we do throw jabs a majority of our content on Facebook are right hooks. With our current services we are strictly using Facebook where people can get exclusive offers and also tips to help their business grow.

In addition we also use Facebook for people to ask us questions and is an extension to our customer service. Well ask trouble shooting questions and more.

Ryan Bilak

Owner: [Maker Marketing Group](#)

We use Facebook for driving traffic to our site and lead generation. It can sometimes be a difficult task to translate Facebook users to visitors of our website. Seeing as people are bombarded with emails, Facebook posts, and tweets all day long they need a pretty damn good reason to visit our site. We always try and effectively drive click through traffic by providing fans with the high quality content they want to read. This not only gets people coming to visit our site, it gets them to come back.

We find that to catch the attention of Facebook users it helps to use images that make our content visually appealing, we use data in our posts to prove a point and gain authority, and also make sure that the content we post is relevant to our industry.



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take viewers from Facebook to a landing page, these are the types of posts that we will also sometimes use Facebook's advertising platform to promote. This immediately opens up the opportunity of turning a prospect into a lead simply by providing a valuable offer, in our case; the offers are usually free Ebooks or online marketing templates.

Pavel Khaykin

Co-Founder: [Banarsi Designs](#)

We use Facebook as a way to communicate with your fans as well as interact with other businesses that inspire us in the decorating industry. Facebook has been a great platform for us for announcing news, sharing the latest ideas and tips as well as content that closely related to our brand. We have also found that using Promoted Posts has been helpful in generating additional exposure to our most valuable posts which we want to achieve higher visibility for to drive awareness.



One challenge with Facebook is we no longer have the same reach we once did with our followers organically due to recent Facebook algorithmic changes, therefore Promoted Posts has been a fairly economical way for us to still gain exposure on a limited budget.

Sylvia Heneghan

Public Relations and Social Media Manager: [Post Card Mania](#)

We mostly use Facebook to engage with our prospects and customers with the purpose to build trust and recognition. It's not really a lead gen tool for us but we do get leads from Facebook too.



Currently we are focusing on a new project called Small Business Owners of America in order to shed some light on small business owners since we believe they are the backbone of the American economy and are truly under-promoted. After working closely with small businesses for more than 15 years, what we've realized is that they are fascinating! And we want to share this with as many people as possible.

In addition, this campaign has drummed up some good PR with us in the minds of our prospects, and we've found they feel a greater affinity for our company since we've started this project. We are promoting this project via our newsletter, blog, and our other social media channels.

In addition to this we run fun contests. For example, for this year's Valentine's Day we shipped candy rings to our top customers asking them Will you take us to be your 2014

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Matthew Zajechowski

Outreach manager: [Digital Third Coast Internet Marketing](#)

Many small business owners and internet marketers are embracing using Facebook for business. Facebook can be a powerful marketing tool for your business simply because the reach you have with Facebook is unmatched. The first step business owners or marketers need to make is to setup a Facebook business page. You want your Facebook business page to reflect the look and feel of your website. Make sure you include important business keywords on the business page as well. The next step should include studying how your audience uses Facebook.



Look for content that gets liked and shared and try to create similar content on your Facebook page. You can use buzzsumo to look at your competitors Facebook page and website and see the content that is the most shared. This can help give you a feel of the type of content you should be sharing on your Facebook page.

If your business has a physical location, it is very important to create a places page. This allows your customers to check into your location which gets shared on their feed with their friends. This is free advertising and the best kind, word of mouth recommendations from people you know. You also want to make sure you track your success on Facebook and learn what you can improve.

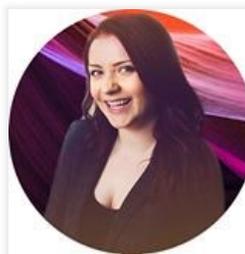
Use Facebook insights that allows you to track customer engagement and success. This can allow you to see how your page is performing and also allow you to make the necessary adjustments so that you are getting the most out of your Facebook page for business.

Kamila Gornia

Life Coach: [KamilaGornia.com](#)

The best way to use Facebook is to see it as an awareness-driver. Because of the algorithm changes, Facebook has become increasingly more difficult to be used as the free source of traffic as it was in the beginning.

However, there are some things that Facebook has that other social networks don't – namely, the custom audience feature for ads. This is a great way to either use retargeting (using emails of people who have signed up for your opt-in offer or webinar during a launch) and have your ads show up in front of that particular audience when they are on Facebook. This is a great way to stay on top of mind for them – then the more they see



Stephanie Ciccarelli

Co-Founder: [Voices.com](#)

Tips to Make Facebook Work for Your Small Business:

1) Post relevant and timely industry related information. Try to piggyback off of news updates happening within the community.

2) Images and video make for the most engaging content! Photo albums and status updates with such content always receive the highest amount of reach, as studies show over and over again that users are more apt to share a picture or interesting video than any other kind of post.

3) Be humble and don't always post about yourself. People do not like sensing that they are 'being sold,' and are easily turned off of a business if they are made to feel that way. Social media is supposed to be social and not just another sales tool for your company.

4) Join the conversation. Don't be afraid to jump into the conversation when appropriate. Make sure you are monitoring industry related conversations in real time, as often as possible, and always lend a helping hand when you can. Do not set up your account and forget about it!

Also, setting aside some budget to pay for Facebook's relatively affordable ads, and putting a call to action out to your customers ('Like us!' 'Follow us!') will extend your reach even further, and set you up for guaranteed success on Facebook.



Diane Eschenbach

Marketing Strategist: [DE Marketing Consultants](#)

I find that Facebook is great for friends and family keeping connected and only good for certain businesses that can use images to their advantage. It is great for restaurants because they can showcase the activities at their location, show the food and offer event updates. Also if people want to get a peek into the ambiance of the place this can be achieved easily. A restaurant can do last minute marketing by calling members to come in for early bird specials on off nights if they mention they saw it on Facebook. Very cost effective.



Facebook works well with contests. You can present the prizes and updates quickly and easily and do countdowns there for everyone to see and participate. The Greater Los Angeles Zoo does a great job with their photo contests and are 35,000 strong. (<https://www.facebook.com/LosAngelesZoo>) I also like it for non-profits.

For one of the groups I work with, the Institutes for the Achievement of Human Potential, it allows them to post activities from their locations all over the world. The

(<https://www.facebook.com/TheBrainGrowsByUse>)

Cathy Scott

Author: CathyScott.com

I'm a true-crime author who publicizes my books on Facebook. There's a direct and immediate response to what I post. If I write something on my Facebook timeline about one of my books and include a link to Amazon, half an hour later if I go to the book's Amazon page, the sales rankings will have gone up. I share those posts with half a dozen book clubs on Facebook.



I also post separate updates on the Facebook book-club and reader groups and get the same reaction: sales. There's a large community of true-crime readers on Facebook, and I'm part of that community. I've tapped into it. At the same time, I don't overdue publicity about my books. It's slow and steady, and it works.

I've been invited to do question-and-answer sessions on true-crime reader groups on Facebook as well. On those group pages, I engage in conversations with true-crime fans. They can't get enough of the genre and enjoy speaking directly with the authors who write about the crime-cases they follow. It's fun, and it improves my sales.

When my latest book, *Murder in Beverly Hills*, was released, I posted that it was just out and shared it on about six pages, including the book's Facebook page. The reaction was huge, and it landed the book on four different Amazon bestseller lists, where it stayed for a couple of days.

Stephanie Hall

Creative Writer: blog.stylingsandstories.com

Facebook is always evolving, but one thing that will never change is the power of active participation. I use Facebook to join groups. I look for ones full of ambitious entrepreneurs + passion seekers, my dream clients basically, and interact with them as peers, not prospects. I find asking for input and sharing milestones makes them feel respected and a part of the decision-making process. Often this interaction will result in a new client, a newsletter subscriber, or an accountability partner. It's great! I also have a Facebook page.



To optimize newsletter subscribers, I use the banner picture to advertise my opt in. When they click on the picture it takes them to the description, which leads them to where they can enter their email. It looks like this. This technique works in two ways. First, it leads new Facebook friends to my opt in, ultimately gaining a new subscriber. Second, the copy in the image tells new readers very quickly and very succinctly what

services, programs, or promotions too.

Matt Reischer

Internet Marketing Manager: <http://legaladvice.com>

We have found facebook and twitter are great venues for hosting promotion contests. Our contests are not high value but designed to merely drive brand recognition. We have used contests to distribute branded shirts, a top position advertising space, and premium level account benefits.



The key to establishing effective brand promotion is to be consistent with your social media presence. Consistent social media engagement that uses sponsored stories, paid advertising campaigns and dynamic content creation will allow you to distribute your marketing message to a wide and targeted audience.

Related reading: [5 Free Emerging Social Media Platforms To Facilitate Brand Excellence](#)

Craig Streaman

Digital marketer

The social world does not work for every business, but with some, facebook can become the center of their campaign. Facebook advertising shouldn't be used for direct click to conversion goals, but instead, companies that take the branding approach have much more success.



Based on my experience, it's best for your potential client to find out about a new product / service / company OFF of social networking – that way they take them as a serious business and not just another fly-by-night facebook trend that will be gone in 3 weeks. Instead, it's best to have your potential customer find you via organic or even paid search, and then use retargeting to advertise to them on facebook. Once again, you're looking for impressions over ads, so make sure that your message speaks to a wide audience and pushes the benefit of your product.

I use adroll for facebook retargeting, and it works extremely well. It's not all about the instant sale. Aim to have your company become the duh go-to when the potential client is ready to make a purchase. Stay in front of them, and measure your success accordingly.

Anthony Tran

Founder & Host: MarketingAccessPass.com

relationships have transitioned to joint-venture business opportunities, podcast interviews, personal 1-on-1 consulting, and advocates for my brand and digital products.



I also use Facebook advertising to drive traffic to my website and landing pages. Facebook provides social proof to my audience and provides them a platform to get to know me better as a person.

Divya Grewal

VP of Marketing: [FEDU.org](#)

Social media, and primarily Facebook has been a great way for FEDU to help bring light and complete the education circle for such a cause. Not only are we using Facebook as an outreach tool, but to post stories of those in need, bring light to non profits making an effort and share success stories of those that have benefited from such contributions.



We're finding more people interact with us on a social level. People share the difference they have made by contributing, and follow our efforts around the world. By combining Instagram and Facebook efforts, we're able to gain greater reach, but shine a brighter light on the cause. One which should not be ignored, education.



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Ivana Zuber

Ivana Zuber is a software developer, blogger, and owner of this blog. As a constant learner and a MSc in Software Engineering student, Ivana is always aiming towards new ideas and greater knowledge. When she is not coding, reading, or writing for blogs, you can find her jogging outside, or "hanging around" social media sites.

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A wise men once said, "Mystery creates wonder and wonder is the basis of man's desire to understand." Bloggless – because it is mystery, developing wonder, understanding, and sharing knowledge. Bloggless is a compilation of posts related to Information Technology, Online Education, and Personal Development. Bloggless is a personal website.