

Three Ways to Enhance Your Facebook Business Page

By Kristen Luke

March 23, 2010

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Facebook business pages offer you a valuable avenue to communicate with your clients, prospects and centers of influence. A business page provides you with a way to connect with people interested in your business without having to connect with them using your personal profile. You also receive a public page that any Facebook user can see and that you can promote on your website and blog. If you are not familiar with Facebook business pages, I suggest you read my previous article, [How to Setup a Facebook Business Page](#).

Many times advisors don't know what to do with their Facebook business pages once they create them. Like any other social networking site, in order to be effective you must be active. This means regularly updating your business page with content. For this reason, Facebook business pages work well for advisors who regularly produce and post content such as blogs, podcasts and videos. If, however, you don't regularly produce content or if you are looking to further improve your profile, here are three simple things you can do to enhance your page.

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Post your newsletter

If you send an e-newsletter or post a PDF version of your print newsletter to your website, you can include the newsletter on your business page. To do this, copy the url for your e-newsletter or PDF and post it to your wall. Your Facebook fans will see the link to your newsletter in their news feed and will be able to click through to view the original newsletter. Not only does this add content to your page, it extends the reach of your newsletter to people who may not be on your mailing list.

Add the SlideShare application

Facebook pages are limited in their ability to highlight your marketing collateral. The [SlideShare](#) application provides a solution to this problem. SlideShare is a tool that allows you to share documents, including PDFs and PowerPoint presentations online. People can view, share, email and download the documents you have uploaded to your SlideShare account. By installing the SlideShare application, you can include various marketing pieces directly in your Facebook business page. Your fans can find out more information about your business than a standard business page would allow.

Add the My LinkedIn Profile application

Facebook is, and probably always will be, used primarily for social purposes. While your business page is professionally oriented, it will never provide the same level of professionalism as your LinkedIn profile. The [My LinkedIn Profile](#) application provides a link between your Facebook business page and your LinkedIn profile so your fans can learn more about you. By installing this application, you create a "View My LinkedIn Profile" button similar to the ones offered on LinkedIn.com to help promote your profile. This only works for advisors who are solo practitioners, since LinkedIn profiles are specific to individuals and not to companies. Not only does this application provide more information about you, it may also facilitate new LinkedIn connections as well.

Your Facebook business page is an important marketing tool for your arsenal. It enables you to communicate your message directly to your target market in the comfort of their homes. The key is to make information convenient for your fans. Don't assume that people visiting your business page will also visit your website. Use these three tips to provide a comprehensive view of your business with just one stop at your Facebook business page.



Kristen Luke is the Principal of Wealth Management Marketing, a firm dedicated to providing marketing strategies and support for financial advisors. Kristen works with independent advisors to develop effective marketing plans and provides the back office support required to implement the strategies. For more information, visit www.wealthmanagementmarketing.net.

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