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Facebook Fan Page Checklist

POSTER Methodⁱ	✓
What target market would you most like to attract to your Facebook Fan Page? [PEOPLE]:ⁱⁱ	
What is the primary OBJECTIVE of your Facebook Fan Page?ⁱⁱⁱ	
What STRATEGIES do you plan to implement? [Building and promoting a Facebook Fan Page should be part of your overall marketing strategy]	
What TECHNOLOGIES will you use? [see apps below; plus Hootsuite.com > Fan Page updates; YouTube videos; Flickr photos; SlideShare; blog; others]	
How will you ENGAGE your fans? [see Mari Smith's posts on SocialMediaExaminer.com & WhyFacebook.com]	
How will you REVIEW and MEASURE your results?^{iv}	

Focus Area	✓
Number of fan pages: ^v	
Title – person's name vs. company name: ^{vi}	
Tag line? (additional keyword rich text):	
Category: ^{vii}	
Image(s): [Rotate?]	
Company details:	
"Mini bio": ^{viii}	
Info tab: <ul style="list-style-type: none"> • Website(s): • Company Overview: • Mission: • Products: 	
Import your blog feed: <ul style="list-style-type: none"> • Networked Blogs app • Notes app (import Twitter favorites) 	
Static FBML app: <ul style="list-style-type: none"> • Purpose?^{ix} • How many installs of the FBML app? 	

<ul style="list-style-type: none"> • Title1:^x • Title2: • Title3: • Content? <ul style="list-style-type: none"> ○ Need HTML ○ Graphics • Twitter button: <ul style="list-style-type: none"> ○ http://twitbuttons.com • Which will be your landing page (tab) for visitors who are not yet fans?^{xi} 	
<p>Custom app providers:</p> <ul style="list-style-type: none"> • http://involver.com • http://wildfireapp.com • http://buddymedia.com 	
<p>Other apps:</p> <ul style="list-style-type: none"> • YouTube Badge: http://apps.facebook.com/youtubebadge/ • Fan Page to Twitter: http://facebook.com/twitter 	
<p>Discussion thread topics:</p> <ul style="list-style-type: none"> • Ideas for questions: • Share Twitter ID's: • Share Facebook usernames: • "What's your biggest challenge with ____" • "What's your most important question about ____" 	

ⁱ Inspired by Forrester Research/Groundswell's "POST" acronym.

ⁱⁱ Target market: include age, gender, geographic location, career, average income, buying habits, interests – the more you know about the target market, the better the social media campaign you can roll out.

ⁱⁱⁱ Example objectives: to engage with our customers, further brand awareness, build a fan base of x size, generate leads, increase sales, gather intellectual data from our marketplace, monetize your content, enhance our customer service/experience, create buzz with contests/giveaways.

^{iv} Measurement can take many forms: number of fans/followers is one way; link tracking; traffic; Alexa ranking; number of subscribers, sign-ups, registrations, purchases.

^v Each page gets indexed by Google; suggestions: a Page for different divisions, a Page for the Brand and for the Individual and a Book.

^{vi} Choice of name depends on your branding: are you known more for a person's name or your company name? What would your target market be most likely to type into a search on Google?

^{vii} Popular = Brand, Product, or Organization > Professional Service. Note that the category you choose determines the fields on your Info tab. However, Facebook will be phasing out the Info tab before long.

^{viii} What does your company do and who do you help?

^{ix} Examples: Welcome, About us, Be our Fan, Contest, Free Tips, Free Download, Free Stuff, Our Blog, etc.

^x Check character length, shorter is better.

^{xi} To select the non-fan landing page, click Settings > select the tab you want from the drop-down menu next to Default Landing Tab for Everyone Else.