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POWER OF FACEBOOK

SETTING UP A FACEBOOK ACCOUNT

January 2016



Introduction

The importance of social media for your business, specifically the use of Facebook, grows every day, with the number of users now reaching into the billions. This site now has features that have been created specifically for business use, which makes the advantages of using Facebook countless. In its most simple form, your Facebook page is there as a 24 hour a day marketing representative. Your page can be an introduction to your product and provides your business with a chance to connect with people. From pictures, to comments, to information about what services you offer, Facebook gives your business an online presence with the potential to reach millions of consumers at little to no investment. As Facebook's reach continues to grow, you should too. Below is a step by step guide to getting your business on Facebook and interacting with both loyal and potential customers. Studies have shown that nearly 50% of businesses that use Facebook for marketing purposes have generated sales. The power of social media in today's business world is growing and is not going away. Unfortunately, many of us still continue to think that Facebook is for teenagers and have failed to embrace it.

Before you drastically change your marketing efforts, it is a good idea to define what your goals are. Raising product awareness and knowledge are all great outcomes that can ultimately generate more customers for your business, but we suggest having some pre-determined outcomes in mind.

Getting Started

To get started, you will need to create a Facebook account. Begin by going to www.facebook.com. By creating an account, you will, in turn, be creating your profile page. This is a very simple process that will take 5 minutes and you will be required to enter some information about yourself for demographic reasons. You will need a valid email account, which will become your username for logging into Facebook. You will also receive password confirmation to this email address. If you have your own personal Facebook account and profile page, you will simply add a business page to your account. This can be done by scrolling to the very bottom of your profile page and clicking on the "create page" button. Once you have established your business profile page, you are the administrator of this page. However, there is the ability to make more than one employee a page administrator. One positive to doing this is it will allow multiple people to post news feeds and updates. We strongly suggest giving Facebook administrator privileges only to those people you are expecting to be posting information about your business. A business page is different than a typical profile page, in that information posted can be viewed by anyone, regardless of liking the page. As the administrator of the page, you will be responsible for the information posted.

Build Your Page

After clicking “create new page”, you will choose between six options for your page. The format you choose will depend upon what is best for your business. The pages we feel are appropriate for most businesses are **Local Business or Place** and **Company, Organization, or Institution** (See above picture).

While both pages are great for business purposes, your type of business along with its location in relation to your customers will be the deciding factors for choosing the appropriate page. For those businesses that have one location and rely mostly on local patrons to physically enter the store, we suggest Local Business or Place. Using this page will allow your customers to “check in” to let friends know where they have been. Another added benefit is the map location, which brings potential customers within your area by listing your business when a search is done by a mobile device. Overall, this can be an excellent marketing feature only limited to your imagination. For a business that has a large geographic reach or multiple locations, we suggest Company. This feature is targeted more for businesses that don’t necessarily have customers entering on a regular basis.

The most important part of this process is the opportunity to describe your business or service. You will need to insert a profile picture. Your company’s logo makes a nice profile picture and is what potential customers will see any time you post a story or picture. The cover photo will only be visible when someone visits your page. This is great opportunity to upload a picture of your product or something that represents your service. People are naturally visual, so these are the first things that people will associate with your business. You will also need to enter contact information, including the web address for your business’s web page, if you have one. In the process of building your page, include any information customers will need in order to get an idea of who you are, what you sell, and how to purchase any of our products/services.

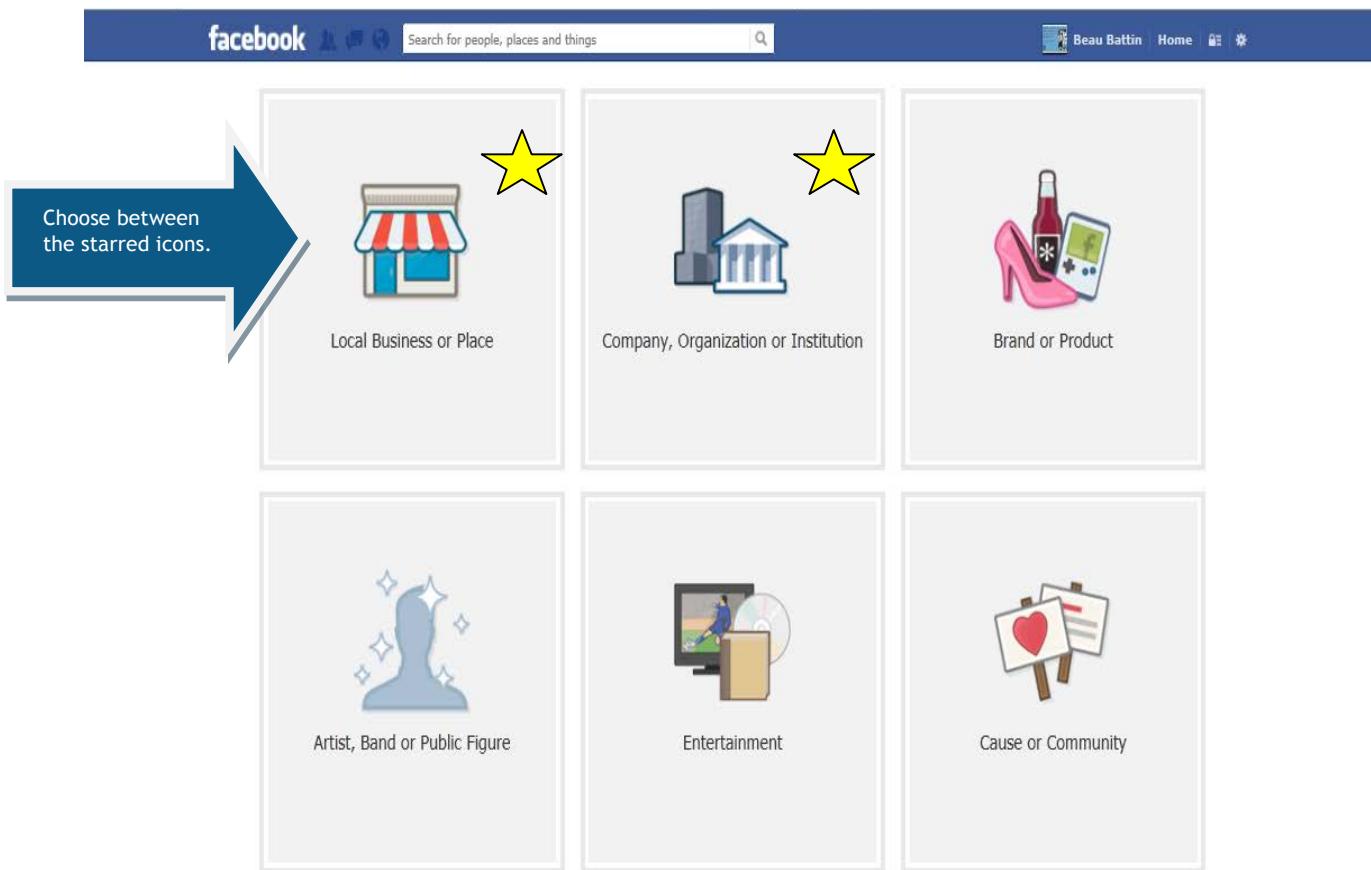


Figure 1



Connect with People



Once your page is established, you can begin to invite friends to “like” your page. While making sales calls, reference your business’s profile page. You may find this person has a Facebook page as well and if they “like” your page, you will begin to broaden your reach. Return the favor by liking other business’ Facebook pages. As you post comments and add photos to your profile page, be sure to make links to other business’ profile pages, if applicable. This can be done by using the @symbol before you type in their name, at which time an automatic link to their page can be created. The possibilities are endless in regards to reaching a large audience by connecting with people through Facebook.

Engage Your Audience

By posting interesting and engaging comments, you should drive more traffic. Pictures are a huge opportunity for you to capitalize on showing off your product. There is also the chance for positive reviews from your end-users. A recommendation between friends is one of the most powerful word of mouth marketing there is. Statistics have shown that pictures get a significantly increased amount of activity and something that is very easy to take advantage of. The technical skill needed to upload pictures is minimal. Click on the upload photo button and browse to the picture you wish to show.



Influence Friends of Fans

As your fan base grows and you are interacting with friends, these stories will show up in their news feed. So their friends should see the interaction and you are increasing your business’s exposure and reach. This is an opportunity to influence people that have a connection to you and again, I want to emphasize how strong a recommendation is between friends. Research has revealed that 80% of consumers will try a new product or service if a friend endorses it. In many cases, a potential customer may not currently be in the market for your product or service, yet a glowing review from someone they know and trust may strongly influence their thought process.



Best Practice

There are some things to consider when posting news feeds from your business page. Although there are exceptions to the rule, here are some things to consider as you post.

- **Keep it Fresh**- Continuously updating your page will give fans a reason to check back.
- **Value Feedback**-Facebook should be a two-way medium. Feedback is important because it can be so hard to get. Take advantage of the opportunity and encourage your fans to interact.
- **Authority**-Position your company as an authority in the industry. Your post should reflect your expertise.
- **Inject Personality**- Even though this is for business, a little of your personality reflected in your post will help to engage fans.
- **Industry News**- Your page is for your business, yet it is also for the industry. Posting and sharing news from within your industry will add credibility to your page.
- **“Like” other Business**- Facebook is social, so take the time to check out other pages. In some cases, that might be someone using your product or it could be a totally different industry.
- Taking the time to interact with other business pages will help to broaden your reach.

INSIGHTS



Facebook offers a nice feature for businesses to measure their reach. Insights will allow you to see the engagement with each post. Also, you are able to view likes, reach, and how many people are talking about your page.

TRACTION

Is the material that you are posting generating activity and conversation? The overview section of analytics measures each post. It will tell you how many people saw the post, how many clicked on the post, the number that created a story based on the post, and how many shared the post. This is great feature that will help you gauge what type of post your audience finds appealing and you may want to note the time of day the post was made. This will help you judge when you have the most users online.

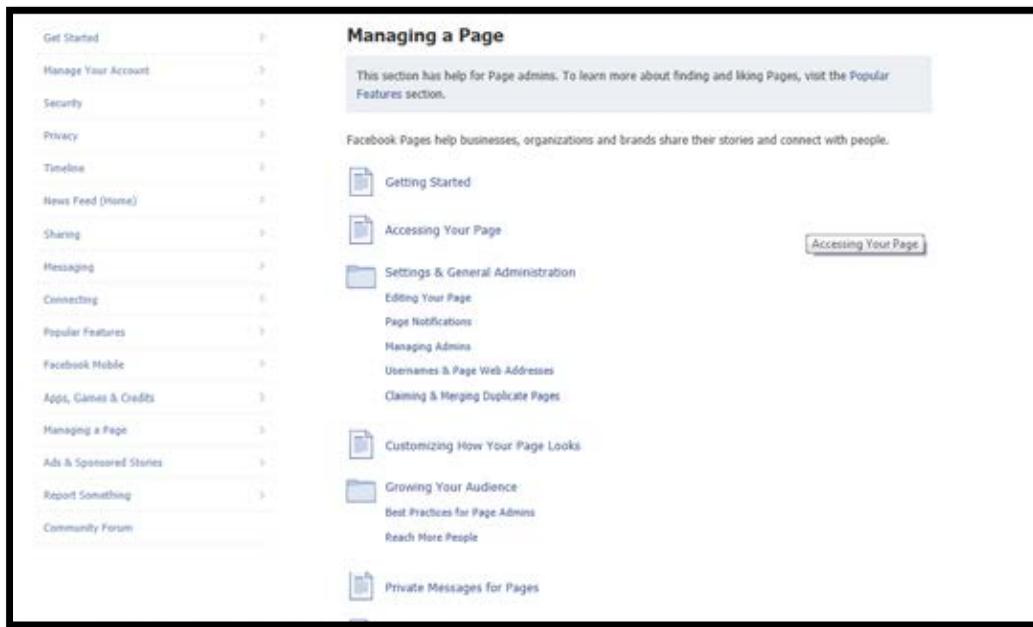


Paid Ads

When comfortable and your budget allows, you may want to begin to utilizing some of the paid advertising features. These usually require very little investment and can substantially increase your reach and exposure. Just like almost every feature on Facebook, there are guides that will help you through the process.

HELP

Facebook is extremely user friendly and offers help guides for most applications you would want to use. Take advantage of these helpful features as you progress through your business page development.



The screenshot shows the 'Managing a Page' section of the Facebook Help center. On the left is a sidebar with a tree view of topics like Get Started, Manage Your Account, Security, Privacy, Timeline, News Feed (Home), Sharing, Messaging, Connecting, Popular Features, Facebook Mobile, Apps, Games & Credits, Managing a Page, Ads & Sponsored Stories, Report Something, and Community Forum. The main content area is titled 'Managing a Page' and contains a sub-section for Page admins. It says: 'This section has help for Page admins. To learn more about finding and liking Pages, visit the Popular Features section.' Below this is a list of links: 'Getting Started', 'Accessing Your Page', 'Settings & General Administration' (which is expanded, showing 'Editing Your Page', 'Page Notifications', 'Managing Admins', 'Usernames & Page Web Addresses', and 'Claiming & Merging Duplicate Pages'), 'Customizing How Your Page Looks', 'Growing Your Audience' (also expanded with 'Best Practices for Page Admins' and 'Reach More People'), and 'Private Messages for Pages'. A blue speech bubble on the right says 'Help me Facebook!'.

Help me
Facebook!