



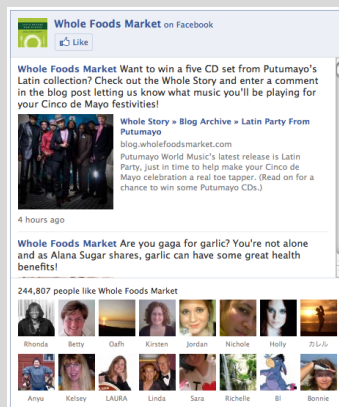
Connections

Build Facebook Fans

Facebook can be a good way to connect with clients and build value for your firm. It is important to build your Facebook audience, so we thought we might provide a few tips from the experts. *Our references are listed below.*



1. Invite your friends to join. Most employees of the agency have personal pages. Send out invitations to your personal contacts. Encourage employees to view your page and “like” weekly.
2. Invite your company marketing reps to also join. Send an email out introducing the page.
3. Invite your email contacts to join.
4. Add the Facebook link to your email signature.
5. Add a fun contest to all who “like” your page during a 30 day period. Perhaps hold a drawing for a \$15 dollar gift card.
6. Embed Widgets on Your Website. This is a good way to build “likes”. Your web hosting firm should be able to do this.



Resources

www.fpower.com
www.socialmediaexaminer.com



Connect Consulting is a boutique marketing firm that focuses on helping business stand out and connect with the marketplace.

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