

Facebook for Business

<http://www.Facebook.com>

Facebook has been predominantly a personal social network, but that hasn't stopped businesses and their proactive marketing and sales teams from adapting its existing features to suit their networking and promotional needs. As their own networks of business contacts grow friend by friend, so too does the site's B2B community as a whole, and the opportunity for interactive marketers to target it.

Among the opportunities and benefits of Facebook for Business

1. Meet your peers
2. Find business contacts
3. Instant gate opener
4. Build relationships
5. Raise visibility
6. Develop your personal brand
7. Target your niche
8. Search engine visibility
9. Place targeted ads
10. No cost marketing

Apps for doing business on Facebook

+ **Blog Promotion** – Using *Networked Blog* app, your blog show up in your profile or in your boxes tab and displays your blog. Another app is *Simplaris Blogcast* which is a simple and quick way to put the title of your blog post and a link into your feed.

+ **Business / Self Promotion** – *Professional Profile* let's you create a tab on your profile for all of your professional contacts, information and activities. This is very useful if you want to separate the two sides of yourself. Testimonials are a great way to build the value of your company. *Endorse* allows Facebook contact to endorse your company. *Posted Items*, which is already installed on Facebook, allows you to share anything you find on the internet by posting to your profile. Videos, blogs, or even articles.

+ **Networking** – *My LinkedIn* profile creates a badge from your LinkedIn Profile that gets displayed on your Facebook profile.

+ **Update Facebook easily**– Download the app for Blackberry or iPhone to make updates and have the ability to make updates from your mobile device.

Visit <http://www.lachapelle.com> for articles on Facebook and other social networking topics.