



Southside People

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Tips To Start Marketing Your Business On Facebook

This week heralds the 5th birthday of the social network Facebook.com, now attracting over 150 million users across the globe, it is the largest social network in the world. And the fastest growing demographic is 30 years old and above, so it's not just for Gen Y.

While Facebook started as an online network for college graduates, it's becoming a firm favourite with businesses large and small who want to connect and build relationships with potential customers and their loyal fans.

As with many social networks, it is free to join. After creating your personal profile, while you can add links to your business website, make sure that you do not over promote your business, as that is a sure way of finding your account restricted or even find yourself locked out of the site as has happened to a number of over enthusiastic entrepreneurs.

Some people prefer to only connect with friends and not business acquaintances – you can decide who you want to join your network and how much information you share with people by updating your privacy settings.

If you want to profile your business, you

can create a fan page or a group where you can share photographs, articles and video's that will be of interest to your followers. If you want to build and nurture your community on Facebook, make sure that you provide member of your community with a reason to be connected with you, perhaps by offering them exclusive access to something they would value or discount codes only for your community.

So if you're looking for no cost ways to market your business, why not consider Facebook – you just might be surprised at the results you can achieve.

And if you want to learn more low cost ways to market your business in a challenging economy, make sure that you speak to your local Enterprise Board about their forthcoming training programmes. Becoming digitally distinctive is one of the topics covered in a workshop I am giving on behalf of Dun Laoghaire Rathdown County Enterprise Board – Tune up your Marketing – a 1 Day workshop on the Rules of Marketing in a Recession. This takes place on Wednesday, February 25th – for full details see the ad on this page, or call the Enterprise Board on (01) 494 8400 or www.dlrcebie.ie to book a place.

© Krishna De, BizGrowthNews.com and author of the forthcoming book '42 Rules of Marketing in A Recession'.