

10 REASONS WHY FACEBOOK MEANS BUSINESS



There can be no doubt that **social networking** and **social media** is here to stay and Facebook is the mightiest of them all and every day it becomes clearer that businesses should be using **Facebook** to promote themselves, to listen to and look after customers and ultimately attract new clients through this terrific approach.

1

Bigger than Swine Flu. Facebook is Viral! Latest statistics show it grew from 100-200 million in just eight months and leapt from 200 to 250 million in the three months to June 2009. Leaked forecasts in February predicted one billion by 2013, but that now looks out of date. Twitter has only 10 million users in contrast, although it is growing even faster!

It is also **the most popular site on the net** with users spending an average of four hours and 39 minutes on Facebook each month. Just think, that is the average time! Many, many more people spend longer than that using Facebook.

2

Facebook will get better with age - and as it grows older the demographic does too and the average age recently rose above 30 years old. That already mirrors the demographic of many businesses and it will soon reflect even more.

3

Vanity! Recently Facebook sparked a virtual land rush as it released vanity URLs. Already one million members have registered their Facebook domain. Have you secured yours? You can use your name, your business name or alternatively, like us, our personal account actually uses the tagline of Morgan PR: www.facebook.com/creatingreputations.

4

Speaking personally... Sadly Facebook will only allow you to have one account and you have to choose between a business account or a personal account. The limitations on business accounts restrict you from contacting people socially, so for most businesses it makes much more sense to have a personal profile. You can then create a business page within your personal account from which can promote your business.

5

Early Birds, Worms etc. For all the hype Facebook is still relatively early adoption so you can benefit from being one of your sectors first businesses to use Facebook. Alternatively you could always wait and see how successful your competitors are on Facebook...



It is FREE. Facebook does not charge for access to its website. In this recession hit economy there are not many marketing methods out there that require only your time. Even so, you should be sure of your objectives and consistently test and measure.



Facebook Gets You Found! Facebook is very Google friendly and using the same key phrases that help Google find your website, will ensure that Google also finds you on Facebook too. The internal search engine is also increasingly used to find geographically specific members and groups.



Raving Fans and Groupies. You might think Facebook is just about friends, but regardless of whether you are friends with someone on Facebook, they can become 'fans' of your business page. [You can even become a fan of the Morgan PR page on Facebook!](#) Guess what, if you have less than 1,000 fans, itself a very respectable number, you can send them fanmail with news about your business. There are also 'groups' which are more dynamic and issue led, but also geographic. Fans can be encouraged to join your groups and members of groups might become your fans and none of them are necessarily friends with you on Facebook - of course, even better if they are!



Remember Organic PR! All this links in to something that [Morgan PR](#) calls 'Organic PR' This is all about getting maximum leverage from the opportunities to promote your business. This can mean a single story can be used on your blog, your newsletter, a press release and of course Facebook and Twitter too. Different people use different social media and traditional media channels with only a small overlap, so promoting each opportunity on each different channel maximises the audience who will see you. Always remember though that social media is about relationships, so you should focus on that first and only then promote your business. [You can watch a video about Organic PR here.](#)



Every business needs a Social Media Strategy. It should relate your Business Plan's objectives and links into to your Marketing Strategy too. Just jumping onto Facebook or Twitter without knowing how you want to use it for your business is crazy!

Take the time to establish which parts of your business are suited to social media and decide who will be using social networking to promote your business. If you need help with your social media, naturally Morgan PR would be delighted to help. Whatever you do, join the social networking revolution before it is too late!

Morgan PR - Creating Reputations - can be reached on **0845 00 33 666** or you can email us on info@morganpr.co.uk and there is more information and [free resources](#) on the [Morgan PR website](#). Also, please do share this resource with your colleagues.