

## Five Facebook Tips for Business Professionals

by Lena Rose



**"Begin with the end in mind" is an enduring principle to live by.** But when it comes to Facebook marketing, our results will be greatly diminished if we begin by focusing on the end result -- increasing our bottom-line.

**But isn't that why we are in business?** Yes it is, but to succeed in boosting our brand in any social media community we must begin with serving and giving first and the desired end result will follow.

**Here are five suggestions for business professionals** to successfully leverage Facebook in their marketing efforts:

1. **Begin with transparency.** Complete your profile including the work section in its entirety. A Facebook profile portrays different facets of who you are. Make sure you include a photograph.
2. **Begin by building relationships using all of Facebook's capabilities.** Join groups that align with your interests. Create a group for your business and hold discussions on your topic. While you can only create a profile in your name, Facebook allows you to create a page in your company's name to interact with even more "friends."
3. **Begin with consistently offering helpful information** that your audience needs. You can easily have your blog feed automatically into your Facebook profile. Offer your business page fans a way to regularly receive information from your e-zine by using the html feature.
4. **Begin with sharing and interacting.** Share your event, presentation slides, photos, and videos to stimulate conversation and spread your message in the end. Comment on other "friends" shared postings.
5. **Begin with enhancing your business profile page with Facebook applications.** Subscribe to "[Introductions](#)," "[Testimonials](#)," "[Business Cards](#)," "[Twitter](#)," and "[Slideshare](#)" among other business-oriented applications. These applications allow you to connect and interact while spreading your message in the process.

**Once you begin to implement these principles, focus on connecting and building relationships first.** Sooner rather than later, you will realize the end results -- higher visibility for your brand and ultimately increasing your bottom line.

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