



Facebook Marketing

Unless you've been living under a rock, you've heard of Facebook and probably already have a personal profile. As a business you can have a Facebook fan page. A fan page is the perfect tool to market your business online. It gives you the ability to expand your social network, interact with your clients and customers, and promote your company.

There are numerous tools you can work with while using a fan page, such as integrating video, sharing pictures, creating events, starting discussion posts, sending simultaneous messages to all fans, running social ads and viewing page statistics.

Understanding that Facebook is a place where people go to relax should drive your content. They don't want in-your-face advertising. It is a process of building up relationships with current customers as well as spreading the word to potential new customers.

In order to attract fans to your Facebook fan page you can start by using your employees. You can include your Facebook address in email signatures and get them to tell their friends. Just like any other marketing campaign, you can reach out to bloggers and journalists, email your best customers and put signage in your retail stores. Facebook has the potential to reach a massive audience, but it's a competitive marketplace for attention, so you need to fight for your fans. Of course, once you've got your fans, you need to treat them well. If you

ignore them or don't provide information of interest, they will quickly lose interest.

Keys to a successful Facebook fan page include:

- Active and daily fan page management
- Promoting sales, specials and news
- Engaging the user
- Promoting brand awareness
- Link to your blog or dotcom site

Some dealerships that have been successful in marketing themselves via Facebook have posted photos of dealership employees celebrating birthdays and anniversaries, monthly service specials or sales specials, web-only offerings, inspirational sayings and links to crowd-pleasing videos. It takes time and energy to develop your page into a two-way conversation with the fans. But, that will happen if you take the time and effort. Responding promptly to posts from fans is one of the most important ways of building that relationship. On most smart phones you can be notified 24 hours a day when there is a new post on your Facebook page and you can respond quickly.

It's widely known that it's easier and less expensive to keep customers than to generate new ones, and Facebook's ability to support that relationship is the reason to put in the effort to maintain a thoughtful, fun, enjoyable page where consumers want to visit.

Facebook is not the only social media site out there. You can coordinate your efforts with Facebook along with your LinkedIn connections and Twitter account. They can all work together to boost your brand and build up an online community of supporters and followers.

Facebook is going to be around for a long time with the average user spending over seven hours a month on the site. Work hard to make some of that seven hours be on your page!

If you have any questions on social media or would like any information on the commercial insurance policies available at Thum Insurance Agency, please call 800-866-0777. Office hours are 8:00 am to 6:00 pm Eastern Time, Monday through Friday.

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