

# Effective Websites & Facebook Marketing

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advertising  
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# **WHY YOUR BUSINESS NEEDS AN EFFECTIVE WEBSITE**

# Convenient for customers

- Site is available 24/7
- Customers may e-mail anytime
- Customers can do research

# Success is measurable

- Monthly visitors may be calculated
- Visits may be tracked
- Measure the success of an ad campaign

# Gives your business greater exposure

- Site is visible to current and future customers
- In person visits may not be necessary
- Advertising message has broader reach

# Helps create a professional image

- Site is an extension of your business
- Maintain and improve reputation and credibility
- Separate from the competition

# Becomes a form of effective advertising

- Traditional advertising is not enough
- Site can provide extensive information
- Less expensive to update

# Allows you to gather information from potential customers

- Website visitors are more open
- Stay in contact
- Include online promotions and coupons

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# REASONS TO UPDATE YOUR WEBSITE

# Your business has changed or grown

- Reflect changes on your website
- Show customers what is new and improved

# Your website runs slowly

- Drop site-heavy imagery, animations and frame-style graphics
- Use current web technologies

# The information on your site is hard to read

- Adjust layout for easier readability
- Not mobile friendly
- Add a more modern color palette

# You apologize for your site's appearance

- Your website should be a source of pride!
- Your site health = Your business health

# You are not getting good results in search engines

- Websites must be optimized to rank in search engines
- Make use of keywords, image descriptions and other sources of SEO

# Your site is not bringing in sales

- Create a “call to action,” using interactive web forms
- Make sales information downloadable

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# Facebook (Social Media) Marketing

# Top Americans' Internet Time

- Social Networks and Blogs 22.5%
- Online Games 9.8%
- E-Mail 7.6%
- Portals 4.5%
- Videos/Movies 4.4%
- Search 4.0%

Nielsen, May 2011

# Facebook

- 800 million active users
- 50% of Facebook users log into their account daily
- On average, more than 250 million photos are uploaded per day
- Average user is connected to 80 community pages, groups and events
- 350 million active Facebook users access the site through their mobile device
- Facebook, November 2011

# Creating a Facebook Presence

- <https://www.facebook.com/pages/create.php>
- As a business you will be creating a page as a local business or place
- These pages are much different than a personal profile page

# Facebook

- Pick a social media representative that will be the appropriate spokesperson for your company
- A good representative should:
  - Know your company well
  - Be able to spell and write well
- Update the page regularly (at least a couple times a week)
- Publish in the early morning or late evening

# Facebook

- Promote Facebook in all marketing: website, newsletters, print ads, etc.
- Connect with people and groups. Pages and groups are great options to provide your business with an identity to strengthen your brand
  - Local chamber of commerce, animal shelters, businesses, etc.

# Facebook

- Have creative ideas for a good mix of discussion and relevant resources
- Share stories or experiences
  - Home sales, resident milestones or experiences, etc
- Informational articles
  - Home maintenance, gardening, finance tips, decorating, etc

# Facebook

- You must genuinely build authority
- A company must honestly convince people of genuine intentions, knowledge and expertise without a marketing angle
- Be positive and enthusiastic

# Facebook

- Visit friends' profiles and pages then interact with them
- Use tagging in text, video and photos to let others know when content on the page refers to them; that will bring them back to the target page
- Share promotions, events and discounts or offer a sneak peek of your upcoming products

# Facebook

- Create polls
- Post questions, ask for opinions or conversation starters – engage your audience
- Post various forms of media – utilize photos, articles and videos for fans to see “inside” your organization

# Facebook

- Interact with people on the pages— answer their questions, comment on their posts, thank them
- Respond to negative comments
- “Sell” occasionally and with subtlety

# Facebook

- DON'T send excessive mass e-mails to your fans. This is sometimes viewed as spamming and can be annoying
- DON'T post personal information. This is quite common
- DON'T sell something all of the time. Post your deals respectfully. Create a tab where fans can find the deals you are offering

# Facebook

- DON'T offer opinions or information that is personal
  - Liking the Democratic Party
- DON'T write anything you wouldn't want your mother or boss to read
  - AFLAC
  - Chrysler

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# COMMENTS AND QUESTIONS?

# Thanks for your time!

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*All Seasons Communications*

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