



HELLO.

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Who cares about Facebook?

**48% OF 18 TO 34 YEAR OLDS
CHECK FACEBOOK
RIGHT WHEN THEY WAKE UP...**

**ABOUT 28% CHECK THEIR FACEBOOK
ON THEIR SMART PHONES
BEFORE GETTING OUT OF BED.**



**THERE ARE 206.2 MILLION
INTERNET USERS IN THE U.S.
THAT MEANS 71.2% OF THE U.S. WEB AUDIENCE
IS ON FACEBOOK.**

**THE 35+ DEMOGRAPHIC
NOW REPRESENTS
MORE THAN 30% OF
THE ENTIRE USERBASE.**



**AS OF 2011, THERE ARE 500,000,000 ACTIVE FACEBOOK USERS.
APROX. 1 IN EVERY 13 PEOPLE ON EARTH.
HALF OF THEM ARE LOGGED IN ON ANY GIVEN DAY.**

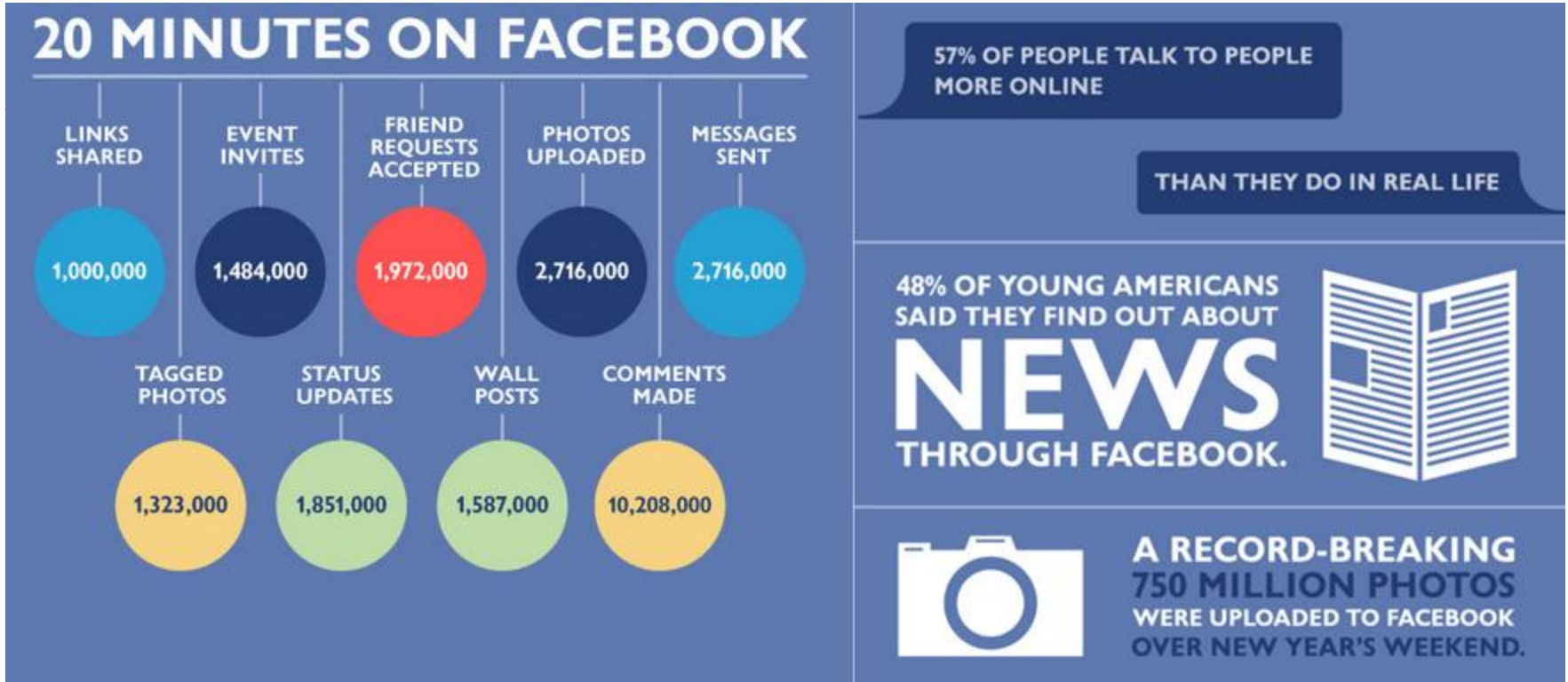
MY GRANDMOTHER IS ON FACEBOOK

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Infographic by <http://www.onlineschools.org/blog/facebook-obsession>.



What do people do on Facebook?



YOU CAN BE A PART OF IT

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Infographic by <http://www.onlineschools.org/blog/facebook-obsession>.



How can Facebook help my business?

IMPROVE CUSTOMER SERVICE

Connect directly to customers & fans
Ask questions, get answers
Listen & observe

BUILD A COMMUNITY OF SUPPORTERS

Strengthen customer relationships
Engage with community easily – for free
Enable brand evangelists

KEEP PACE WITH COMPETITION

Establish branding outpost for your business online
SEO benefits – Google watches Facebook
Drive traffic to you website

JOIN THE CONVERSATION

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How do other companies use Facebook successfully?

facebook



Elote Cafe & Catering

Cafe · Professional Services · Tulsa, Oklahoma

Wall **Elote Cafe & Catering** · Everyone (Most Recent)

Share: Post Photo Link Video

Elote Cafe & Catering
One more week!

Luchapalooza 2011
Location: Boston Ave, Downtown Tulsa
Time: 4:00PM Saturday, October 1st

Like · Comment · Share · Friday at 10:48am

9 people like this.

Sondra Stidham Holt My son made sure it was on the family calendar!
Friday at 11:14am · Like · 1 person

Elote Cafe & Catering
Special drinks at Elote designed with the Flaming Lips in mind!! Stop in before the show(s) and try a Flaming Pink Robot or the Mystic Lizard cocktail! Limited time only!

Like · Comment · Share · September 13 at 3:47pm

8 people like this.

McCallen Redmond Campbell You guys should post this some more =>
September 13 at 3:54pm · Like

Elote Cafe & Catering

Wall

- Info
- Friend Activity (1+)
- Photos
- Discussions

About

The first and only restaurant in the state to be certified platinum by the...

More

1,100
like this

1,700
were here

Also on:

- Gowalla ↗
- Yelp ↗
- Foursquare ↗



How do other companies use Facebook successfully?

The image shows a Facebook page for 'Cam's Grocery'. The page header includes the Facebook logo, a search bar, and the page name 'Cam's Grocery Showcase' with the location 'Food/Grocery · Tulsa, Oklahoma'. The main content area features a large image of a cornfield with a wooden fence in the foreground. Overlaid on this image are two dark brown text boxes. The first box is titled 'CAM'S GROCERY & NATURAL CAFE' and contains the text: 'Find everything you need for healthy organic living. Fresh, locally grown produce. Hormone-free, free-range Oklahoma meats. Natural body care, bulk foods, teas, coffee and more. You can even enjoy breakfast, lunch, & dinner in our cafe.' The second box is titled 'KNOW WHERE YOUR FOOD COMES FROM' and contains the text: 'Cam's promise is to offer locally grown, Oklahoma products, including hormone-free meats, natural cheeses, breads and so much more.' Below these boxes, the text 'COMING SOON TO TULSA DOWNTOWN!' is displayed in large, white, bold letters. At the bottom of the image, a white banner reads 'JOIN THE COMMUNITY OF LOCAL FOODIES!'. On the left side of the page, there is a vertical navigation menu with icons for Wall, Info, Friend Activity (1+), Photos, and Showcase. Below the menu, it shows '1,155 like this'.

facebook

Search

Cam's Grocery ▶ Showcase
Food/Grocery · Tulsa, Oklahoma

Cam's GROCERY

THE NATURAL PLACE TO GO.

LIKE CAM'S FOR FRESH LOCAL FOOD.

CAM'S GROCERY & NATURAL CAFE

Find everything you need for healthy organic living. Fresh, locally grown produce. Hormone-free, free-range Oklahoma meats. Natural body care, bulk foods, teas, coffee and more. You can even enjoy breakfast, lunch, & dinner in our cafe.

KNOW WHERE YOUR FOOD COMES FROM

Cam's promise is to offer locally grown, Oklahoma products, including hormone-free meats, natural cheeses, breads and so much more.

COMING SOON TO TULSA DOWNTOWN!

JOIN THE COMMUNITY OF LOCAL FOODIES!

Wall
Info
Friend Activity (1+)
Photos
Showcase

1,155 like this

How do other companies use Facebook successfully?

facebook

THE NATURAL PLACE TO GO.

Cam's Grocery
Food/Grocery · Tulsa, Oklahoma

Wall Cam's Grocery · Everyone (Top Posts) ▾

Share: Post Photo Link Video

Write something...

Cam's Grocery
Cam is at Natural Products Expo East in Baltimore, MD sourcing the very best products for you!
 Like · Comment · Share · September 22 at 2:30pm via mobile

19 people like this.

Write a comment...

Cam's Grocery
Sweet! We got our nameplate on our new office door. By the way, we moved to a new headquarters (not store, just office) ... 115 W. 3rd St. Suite #420, Tulsa 74103. Send us fan mail, comments, requests whatever! Can't wait to hear from you!

Wall Photos

Like · Comment · Share · September 19 at 10:23am

Joshua Lee and 29 others like this.

View all 3 comments

Kim Cash Yeah! So happy for the progress!
September 19 at 2:18pm · Like · 1 person

1,155
like this

- Wall
- Info
- Friend Activity (1+)
- Photos
- Showcase

How do other companies use Facebook successfully?

The screenshot shows the Facebook interface for the Oklahoma Aquarium. The page header includes the Facebook logo, navigation icons, and a search bar. The main content area displays the aquarium's profile information, a grid of photos, and a post from Jaysin Pierce Foxx. The post asks about volunteer availability on Monday mornings. A reply from the Oklahoma Aquarium provides instructions on how to apply for the program. The left sidebar contains navigation options like Wall, Info, Photos, and About, along with statistics showing 8,891 likes and 5,049 check-ins.

facebook Search

Oklahoma Aquarium
Attractions/Things to Do · Jenks, Oklahoma

Wall Oklahoma Aquarium · Everyone (Most Recent)

Share: Post Photo Link Video

Write something...

Jaysin Pierce Foxx
I got information about the volunteer program, and I was wanting to volunteer for the feeding program but I am only available monday mornings, is that a problem or is there someone else I can get ahold of to ask questions?

Like · Comment · September 20 at 9:30pm

Oklahoma Aquarium Yes, if you go to our website, www.okaquarium.org and fill out the volunteer application, it will go straight to the coordinator who can follow up with you to answer any questions and help with your schedule!

Oklahoma Aquarium www.okaquarium.org
The Oklahoma Aquarium offers enlightening exhibits, a family oriented environmen...
See More

September 22 at 11:15am · Like

Jaysin Pierce Foxx Thank u so much
September 22 at 11:38am · Like

Write a comment...

Jen Cherico
We are coming this weekend :) Do you have any specials? Thanks!

Like · Comment · September 20 at 8:13am via mobile

Oklahoma Aquarium Well, most of the summer promotions don't expire till the end of September. so not anvthing new. Some to look

Wall

- Info
- Friend Activity (1+)
- Photos
- Discussions
- Reviews
- Links
- Questions

About
Expect to be surprised and impressed! The Oklahoma Aquarium is home to the...
More

8,891
like this

5,049
were here

Likes


- TulsaKids Magazine
- Hikari Sales USA


Also on:

- Gowalla




How do other companies use Facebook successfully?

facebook  Search



Dog Training Ireland

Call them
on the
Dog and Bone
1890 90 50 18




www.DogTrainingIreland.ie

- Wall
- Info**
- Friend Activity
- About Us
- Photos
- Notes
- Book Here
- Disclaimer
- Events

Dog Training Ireland

Education · Blanchardstown, Ireland



Basic Information

Founded	2004
Location	Unit 31 Premier Business Park, Dublin 11 Blanchardstown, Ireland
Hours	Mon - Thu: 8:00 am -9:00 pm Fri: 8:00 am -6:30 pm Sat: 11:00 am-2:30 pm
About	Registered Irish Limited Company 391164. VAT IE6411164B
Description	Passionate Dog Trainers and Behaviour Specialists. Ethical Dog Training and Behaviour. Working with dog owners, vets and other professionals around the country. We have no breed restrictions. We work successfully with dogs of all shapes, sizes and behaviours with services and processes put in place so that every dogs needs can be addressed (classes, one to one, daycare, socialisation). ... See More
General Information	Dog Daycare (Mon - Fri) Puppies €10 Adult Dogs €15 per day, each additional dog from same family €10 Post Surgery Care upon vet referral and advice €40 ... See More
Mission	To help dogs and their owners through ethical based training methods. To help others become ethical dog trainers. To provide effective science based training and behaviour education
Awards	APDT UK www.apdt.co.uk Certified Trainers APDT Ireland www.apdt.ie Certified Trainers CCPDT www.ccpdt.org Certified Trainers CAP (Competency Assessment Programme) Certified Clicker Trainers WINNER Fingal Chamber Best Small Business Award 2010 Certified Behaviourist Vet Referred (holding PgDip / Degree level university qualifications)
Products	Training for Dogs: Puppy Socialisation, Obedience, Clicker Training, Agility (all levels), Recall Training (teaching dog to come back), Help my Dog Pull (teaching dogs to walk on lead)



How do I set up my Facebook Page?

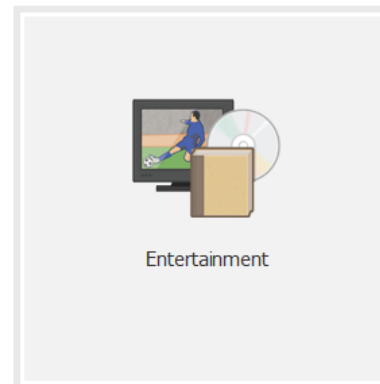
PEOPLE HAVE PROFILES, BUSINESSES HAVE PAGES

Owners vs. Admins
Choose your category
Name, Address, Phone



GET PERSONAL

Add your Logo
Invite Friends/Import Contacts
Add About Info (225 characters)
Add Photos, Videos, Audio



TIE IT TOGETHER

Link to your website
Add your blog RSS
Link to Twitter, YouTube, Flickr

YOU CAN DO IT

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How do I get more fans on Facebook?

ONLINE INTEGRATION

“Like” button in prominent place
Social icons on blog posts (AddThis)
Email signatures



SPREAD THE WORD

Brochures, flyers, business cards
In-store signs & bulletin boards
Email newsletters

MAKE YOURSELF LIKEABLE

Be yourself
Set expectations
Follow through

TRUE POPULARITY BEGINS WITH TRUST

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What else can I do to promote my Page?

FACEBOOK ADVERTISING

Use eye-catching pictures (110x80)

Short message (135 characters)

Personalize your pitch

TARGET YOUR AUDIENCE

Geo-target by City, Zip, & Radius

Age & Birthday

Education Level

Relationship Status

Interests & Hobbies

TALK TO YOUR NETWORK

Reach friends of fans

Talk to existing fans

Change often

SAY SOMETHING INTERESTING

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QUESTIONS?

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