

facebook. your way to more sales

<<going the distance with your
social networking sites>>

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tools you can use

- facebook fan page
- notes
- events
- Where I've been
- facebook ads
- facebook polls
- splashcast
- facebook connect
- facebook platform

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creating a "page"

1. Type in "Facebook Pages" in the "Search" field.
2. Click on Facebook Pages in search list.
3. Click link at the bottom of the page that says "Create A Page for My Business".
4. Pick a category, and enter the name of your business.
5. Click Create Page, and your page will be created!
6. On the next page you customize such as: upload a picture, add events, add video, write on the wall, start a discussion board, invite people to be a fan.
7. To revisit or edit your page, click on the "Page Manager" link on the left hand side Application column.

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posting notes

1. Click the "Notes" link on the left column
2. Click on "Write a New Note."
3. Create a title for note.
4. Write body of note
5. Click "Publish."

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host an event

1. Click "Events" button on left side.
2. Click "Create an event" button in top right corner.
3. Fill out all of your information about the event.
4. Click "Create Event" bottom button when finished.
5. Add a picture.
6. Edit options guest list, wall, pictures, and videos of the event.
7. Invite guests from your friends list.
8. Click the friend's name on the right you want to invite.
9. Click "Send Invitations."

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where I've been

1. Type "Where I've Been" in search bar.
2. Select Application (should be first on list)
3. Click "Add to Page."
4. Follow Application instruction to fill out maps.

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facebook ads

1. Scroll to the bottom of Facebook homepage.
2. Click on the "Advertisers" link.
3. Click "Get Started".
4. Choose what you want to advertise.
5. Enter the title and text.
6. Upload a picture.
7. Check the "Social Actions" box.
8. Enter ad demographics – be specific!
9. Choose how much you want to spend in your daily budget.
10. Choose to pay per views or pay per clicks.
11. Choose the amount you pay per click or view depends on you.
12. Click continue and your ad will be created.
13. Enter payment method and billing information when requested.

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polls

1. Type "Facebook Pages" in the "Search" field.
2. Click on the link for "Facebook Pages."
3. Page down to the bottom beneath the heading "INFORMATION" and click the second link that is listed under "Websites."
4. Click the tab towards the top "Right" that says "Polls." Click on the "Create a Facebook Poll" button.
5. Enter your question and up to five options.
6. Set your audience by Interests, Location, Age, or Sex.
7. Review your poll.
8. Edit your payment options.
9. Review progress of your poll by clicking the "Poll" link that will appear in your left hand navigation side.

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splashcast

1. Type Splashcast in the "Search" field
2. Click the "Applications" tab
3. Select Splashcast Application from list
4. Click Add to Page.

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blog rss feed reader

1. Type "blog rss feed reader" in "Search" field.
2. Click the "Applications" tab.
3. Choose Blog RSS Feed Reader from list.
4. Click Add to Page.

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facebook connect

1. Go to your Facebook homepage.
2. Scroll to the bottom.
3. Click the link "Developers."
4. Click on the "Resources" link on the developers page.
5. Click "Facebook Connect" from the dropdown menu.

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facebook platform

1. Start at your Facebook homepage.
2. Scroll down and click the "Developers" link at the bottom.
3. This will take you to Facebook Platform on the main page.
4. To start building a application click "Start Now."

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