



## Fan Page Setup eBook

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- ✓ **Illustrated for beginners**
- ✓ **Comprehensive**
- ✓ **How to import blogs**
- ✓ **Important tips**

### Overview

Welcome to my Facebook Fan Page Setup eBook!

You're here because you're more than just curious about what the big deal is about Facebook Fan Pages. You get it that there are over 300 million Facebook users. You understand Facebook is no longer just for college kids. You see the value of participating in a community where the content of Fan Pages is indexed by the major search engines. Facebook Fan Pages offers the small-medium sized business an opportunity for greater marketing exposure and promotional opportunity that has not, up until now been made available through any other medium. Its little wonder companies of all sizes and types are flocking to Facebook Fan Pages.

A recent social media survey found 86% of respondents currently employ a Facebook Fan Page. And, that "Facebook followed by blogs, Twitter, and Customer Reviews are perceived by merchants to be the single most effective tactics in mobilizing brand advocates and influencers to spread the word about products/services" (September 2009, by the e-tailing group). Out of 117 total respondents, 29% had revenues of \$20M or less with 50% between \$20M-\$1B and the rest \$1B+. The point is both big and small companies are engaging the power of social media marketing via Facebook Fan Pages, and so can you.

Getting off on the right foot in terms of setup can go a long way towards success in social media marketing. So spend some time building and setting up your Business/Fan Page with this guide. But don't over-obsess about it. Part of the fun and learning is in the doing. Make it a goal to add something new to your Fan Page each day, and, of course spend time interacting with others.

This is the second in a series of Facebook guides for the SMB (Small to Medium Size Business) owner/manager. The first guide addresses what you need to do in preparation for setting up you Facebook Fan Page. If you haven't yet worked through the preparation guide I suggest taking a few moments to go through it as there are a few things you want to think about that will help as you get started with the actual setup process. You can access the [Facebook Fan Page Prep Guide](#) by download on the ZephyrMarketing.net blog and Website.

## About This Guide



If you're a Web or social media neophyte this guide is for you. I'm Greg Elwell and like me, you may be in the 50+ or Baby Boomer generation. We didn't grow up with computers or the Internet, but our personal and Business worlds are awash in new technologies and ever-changing marketing communications strategies. My focus is on helping folks who operate a SMB or local Business, but are lacking the online marketing savvy and expertise needed to succeed in the new Internet economy. I want to help you level that playing field by providing the informational know-how and services to get you up to speed, functional and effective with these new tools.

I put this Facebook Fan Page Setup eBook together first for me – and then for you. Each step is the result of my experience in creating my own [Fan Page for Zephyr Marketing](#) – still a work in process, but it's getting there!

It's often been said the "devil's in the details." I've researched, read and studied a good many resources on the strategies and techniques to create a Facebook Fan or Business Page. There's a great many, well-put-together resources available and I refer to a good number of them throughout this guide and in the reference section at the end. In most cases, however, I found that they fall short on giving the novice, or Facebook neophyte the **detailed**, step-by-step instructions needed to find and configure the settings and applications to make a Fan Page fully business-functional. That's why I put together this detailed and comprehensive approach to setting up a Facebook Fan Page for business.

This Facebook Fan Page Setup eBook is over 20 Pages and 3,500 words long. But don't let that scare you away. The instructions are concise yet to the point, and the diagrams illustrate exactly what to look for, what to do and most importantly, how to do it. I took this detailed approach because I discovered early on that setting up a Facebook Fan Page is not as easy or intuitive as it could be. One blogger from Tenomania.com supports this point by writing: "Facebook's fan Pages are easy to set up, but not so easy to master. Unfortunately, Facebook's system for setting up and maintaining Pages is needlessly complicated and buggy." I haven't come across any real "bugs" but yes, it can be complicated at times.

Most, if not all of these activities to create your Facebook Fan Page can be done by those who want to DIY (Do It Yourself). But don't fear if you come across something more technical than you want to attempt (or if you find you don't have the time), Zephyr Marketing provides set-up services at affordable rates. Just let me (Greg) know you'd like some help. My contact info is below. I also hope you will friend, fan and follow me up!

### Zephyr Marketing LLC Contact Info:

Email	<a href="mailto:greg@zephyrmarketing.com">greg@zephyrmarketing.com</a>
Facebook Fan Page (Zephyr Marketing)	<a href="#">Be a Fan of Zephyr Marketing</a>
Twitter – @ZephyrMarketing	<a href="http://twitter.com/zephyrmarketing">http://twitter.com/zephyrmarketing</a>
Twitter - @gregelwell	<a href="http://twitter.com/gregelwell">http://twitter.com/gregelwell</a>
LinkedIn	<a href="http://www.linkedin.com/in/gregelwell">http://www.linkedin.com/in/gregelwell</a>
Blog & Website	<a href="http://www.zephyrmarketing.net">http://www.zephyrmarketing.net</a>
Office	707.745.3503

## Let's Get Started!

From the preparation guide you should now know and have ready:

1. The title or name of your Page
2. The category and Business type
3. The photo or image you will use for the profile image

Now you're ready for the initial setup of your Facebook Business (Fan) Page!

Just follow these steps and see the additional references/resources provided at the end of this guide for more information.

**Tip: You must have already created a Facebook personal account and be logged in to create a Page. If you don't yet have a Facebook account, go here: <http://www.facebook.com>.** You'll need to enter a working email address and a password to create your Facebook profile/personal account.

1. To **begin setup**, visit <http://www.facebook.com/Pages/create.php>. Or, you may also navigate to the Facebook Pages user guide at <http://www.facebook.com/advertising/?Pages> as shown below.

**Facebook Pages**

Create a presence that looks and behaves like user profiles to connect and engage with your customers and amplify your voice to their friends.

[Create a Page](#)  
or manage your existing Pages

[Overview](#) [Prepare](#) [Step By Step](#) [Find New Fans](#)

**Create a Facebook Page**  
A Facebook Page is a public profile that enables you to share your business and products with Facebook users. Create one in a few minutes with our simple interface. For more details about Facebook Pages, download our Product Guide.

**Start the Conversation**  
When your fans interact with your Facebook Page, stories linking to your Page can go to their friends via News Feed. As these friends interact with your Page, News Feed keeps driving word-of-mouth to a wider circle of friends.

**Drive Customer Awareness**  
Spread the word even further with Facebook Ads. You choose your graphic, text, and target audience. We'll even add available information about their friends' interacting with your Facebook Page, if you choose.

The above guide can be found at: <http://www.facebook.com/advertising/?Pages>

## 2. Choose the category and Business type for your Facebook Business Page.

Create New Facebook Page

Category:

Local

**Brand, Product, or Organization:**  
 Products

Artist, Band, or Public Figure

Name of Page:

Do not make Page publicly visible at this time. (You will be able to edit and publish later.)

By clicking the "Create Page" button, you represent that you are an official representative of the business, organization, entity or person that is the subject of the Facebook Page and have the necessary rights to create and maintain the Page.

Create Page


**Note:** Creating an unauthorized Page violates our [Statement of Rights and Responsibilities](#). If you violate any of our terms or policies in any way, we may remove you as a Page administrator, remove the Page, and possibly disable your Facebook account. Please [create a Facebook Group](#) to establish an unofficial "Fan page"

Choose a **category** from the 3 main types, then click the drop down window to choose your **business type**. For more info, see the document, "How to Create a Facebook Business Page\_Prepare.pdf" doc.

Enter the **name** for your page. Typically your company name.

Click the **Create Page** button.

**Tip:** Once you complete the above and click "Create Page" your Page **WILL Be** published and publicly visible **UNLESS** you click the box: "Do not make Page publicly visible at this time. (You will be able to edit and publish later.)"

If you do create and publish your Page, I recommend you next click on the  of your Page button on the next screen. This will make it easier for you to locate and edit the Page you just created later on.

### In case you're wondering... How to find the Page you have created for your Business:

The Pages that you become a Fan of will be displayed on the bottom of the Info tab of your profile. If your search visibility allows Pages to be displayed to non-friends, they will also see this information when they find you in search. You can control this from the Search section of your Privacy Settings Page. (Reference: Facebook Help) Also, try this link to view all of the Pages you have: <http://www.facebook.com/Pages/manage> (you must be logged in to your account for this link to work).

It's perfectly fine, and perhaps best to not publish and make your Page visible at this time. You may want to take some time to edit the information, add engaging content and build in some integration between your Twitter account, blog and other networks before you go public.

The following screen shots show the option of creating a Page without making it publicly visible:

**Creating Page without making it publicly visible**

Create New Facebook Page

Category:

Local

**Brand, Product, or Organization:**

Website

Artist, Band, or Public Figure

Name of Page:

Alchemy of Marketing - The Magical Power of Mixable Elements

Do not make Page publicly visible at this time. (You will be able to edit and publish later.)

By clicking the "Create Page" button, you represent that you are an official representative of the business, organization, entity or person that is the subject of the Facebook Page and have the necessary rights to create and maintain the Page.

Create Page

Now when viewing your Page you will see the link to publish at the top:

**This Page has not been published. To make this Page public, publish this Page.**

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Wall Info Photos Discussions +

What's on your mind?

Attach: [Image] [Video] [Calendar] [Location]

Share

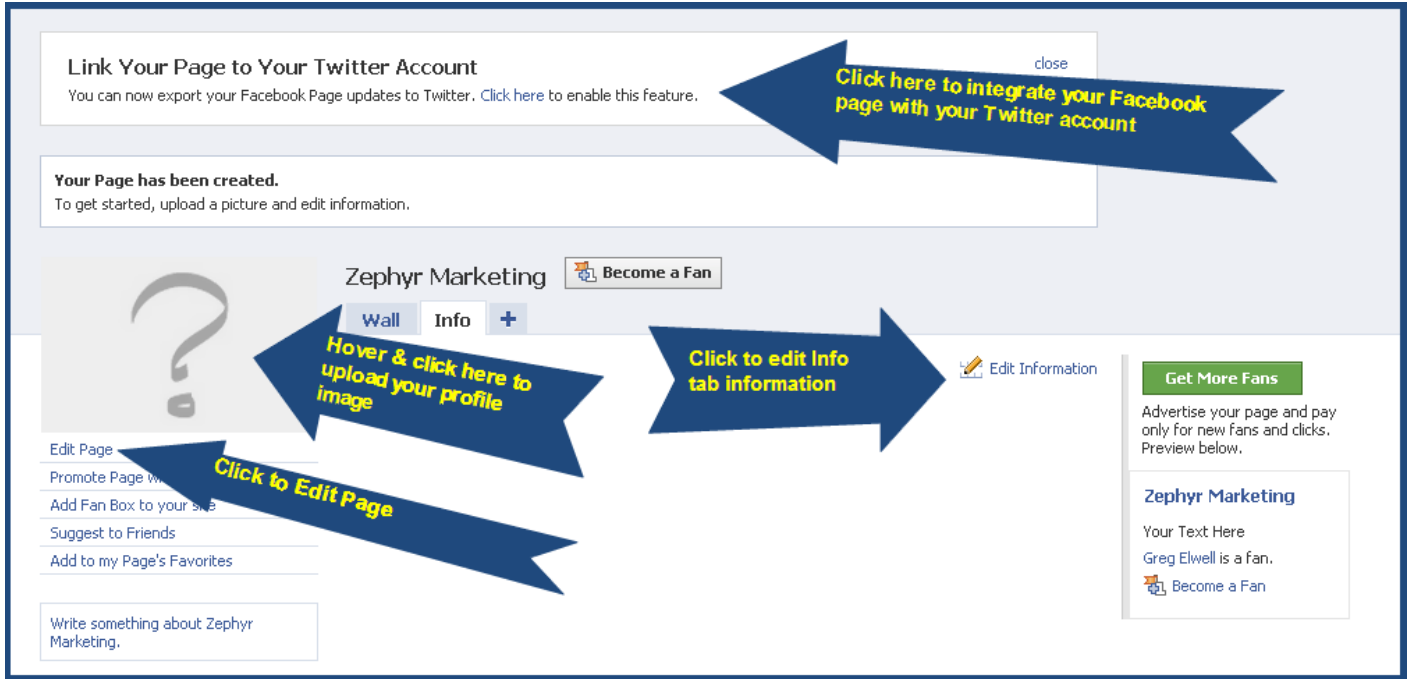
Alchemy of Marketing - The Magical Power of Mixable Elements Just Fans Settings

RECENT ACTIVITY

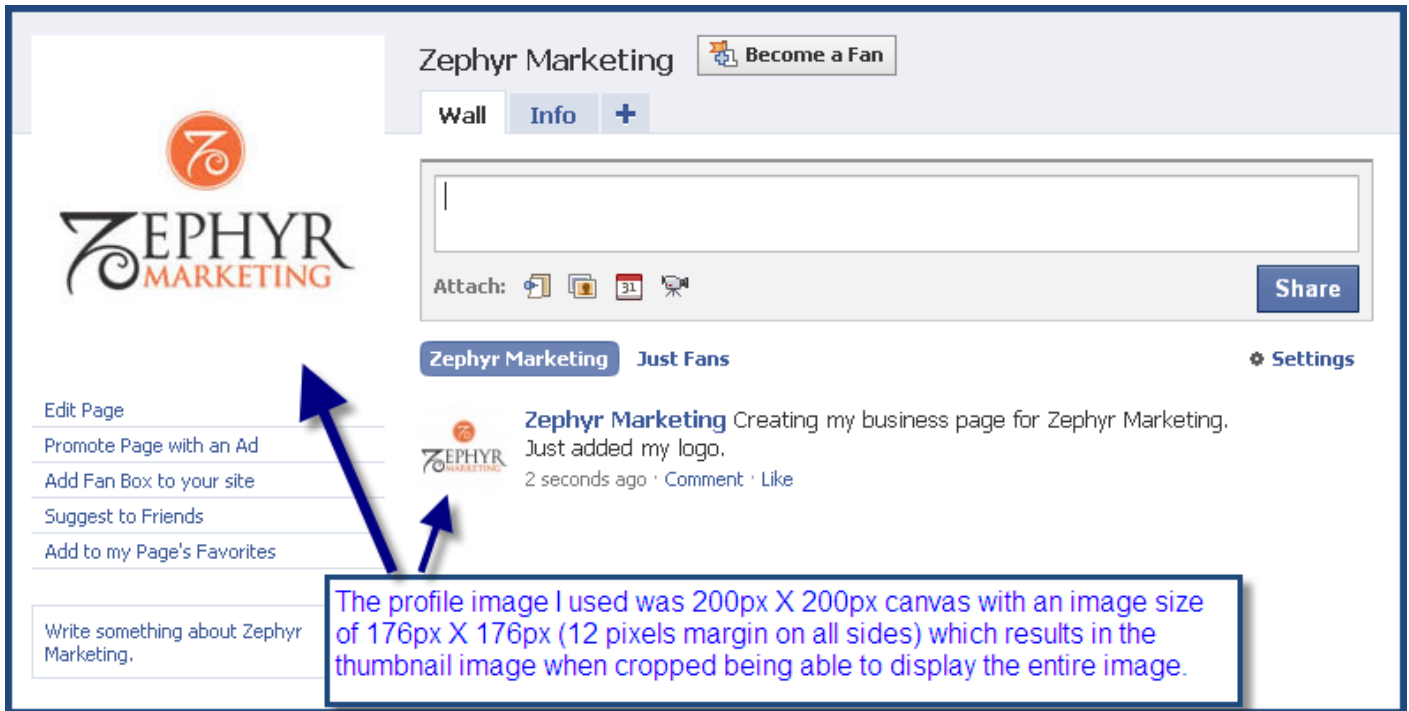
Alchemy of Marketing - The Magical Power of Mixable Elements edited their

You can now add your profile image, click on the Edit Page link, or Info tab to begin dressing up your Business Page.

3. Once your Page has been created you can add your logo (profile image), click the edit links and add info to your Page. The diagram below will get you started with the basics. When finished, proceed to the next section for more ways to enhance your Business Page.

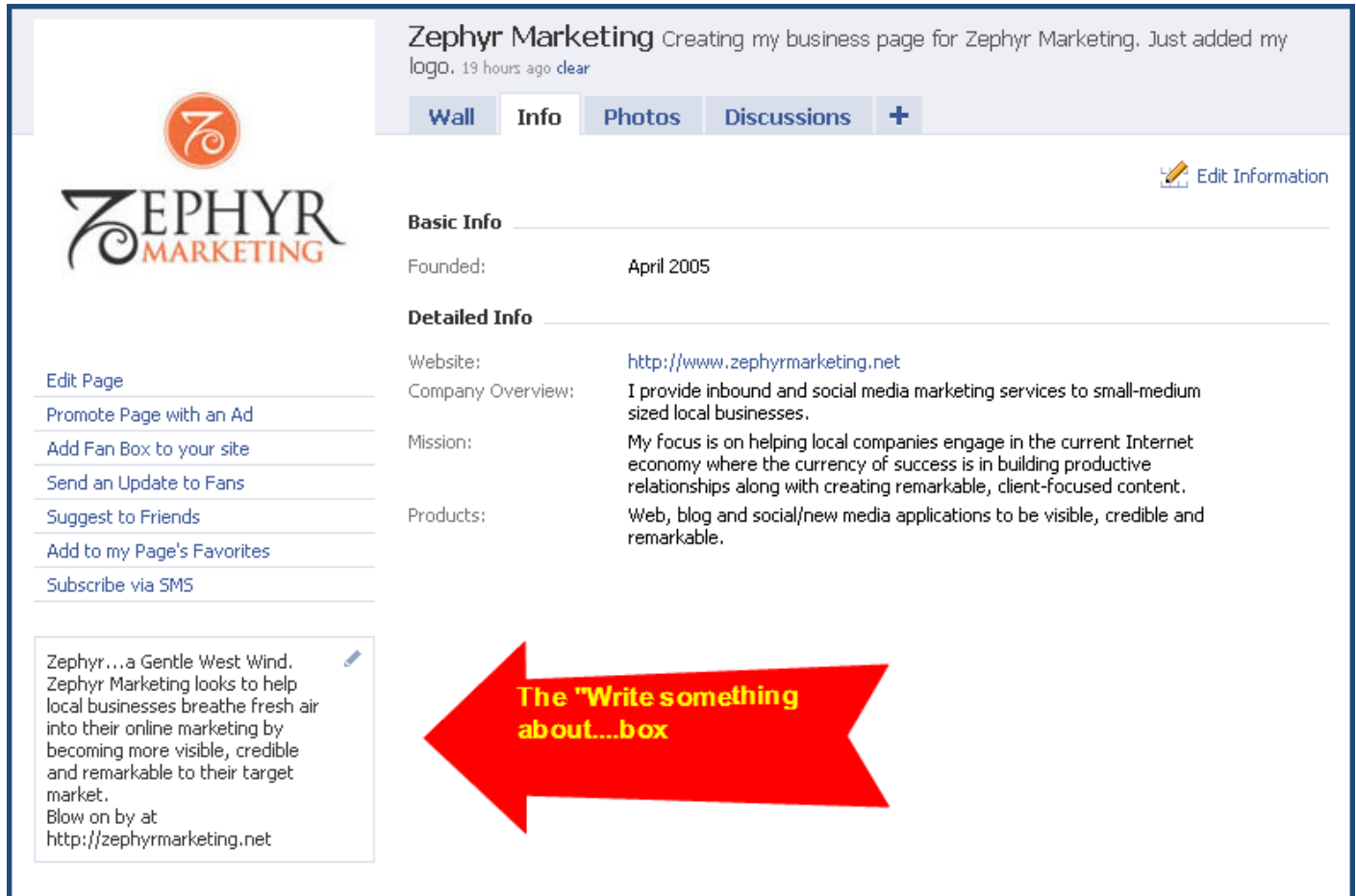


Here's the result of adding the profile image:



#### 4. More ways to setup and enhance your Business Page.

- a. **Write an engaging description.** There's a small box (also referred to as the "Blurb") under your profile picture that has a link, "Write something about...your Page name." Click on this link and you will then be able to write about what you do, who you help, how you help, etc. Invite them to visit your Website and/or your blog or Twitter account. You must be concise here as you are limited to about 35 words/240 characters. If you include a link, make sure you include the full URL (<http://>) to make it clickable. Here's an example of one I just created:



**Zephyr Marketing** Creating my business page for Zephyr Marketing. Just added my logo. 19 hours ago [clear](#)

[Wall](#) [Info](#) [Photos](#) [Discussions](#) [+](#)

[Edit Information](#)

**Basic Info**

Founded: April 2005

**Detailed Info**

Website: <http://www.zephyrmarketing.net>

Company Overview: I provide inbound and social media marketing services to small-medium sized local businesses.

Mission: My focus is on helping local companies engage in the current Internet economy where the currency of success is in building productive relationships along with creating remarkable, client-focused content.

Products: Web, blog and social/new media applications to be visible, credible and remarkable.

[Edit Page](#)  
[Promote Page with an Ad](#)  
[Add Fan Box to your site](#)  
[Send an Update to Fans](#)  
[Suggest to Friends](#)  
[Add to my Page's Favorites](#)  
[Subscribe via SMS](#)

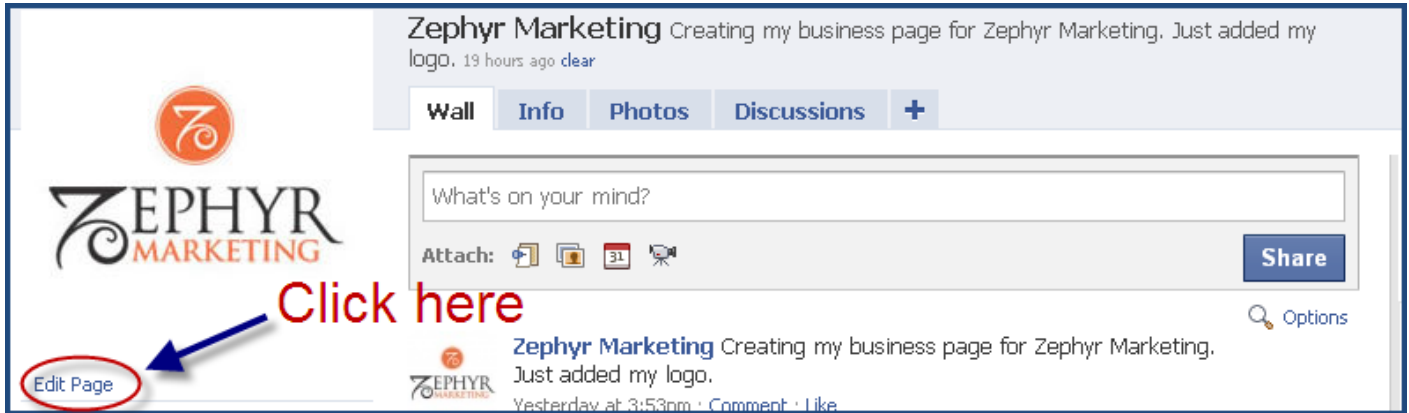
Zephyr...a Gentle West Wind. Zephyr Marketing looks to help local businesses breathe fresh air into their online marketing by becoming more visible, credible and remarkable to their target market. Blow on by at <http://zephyrmarketing.net>

**The "Write something about....box"**

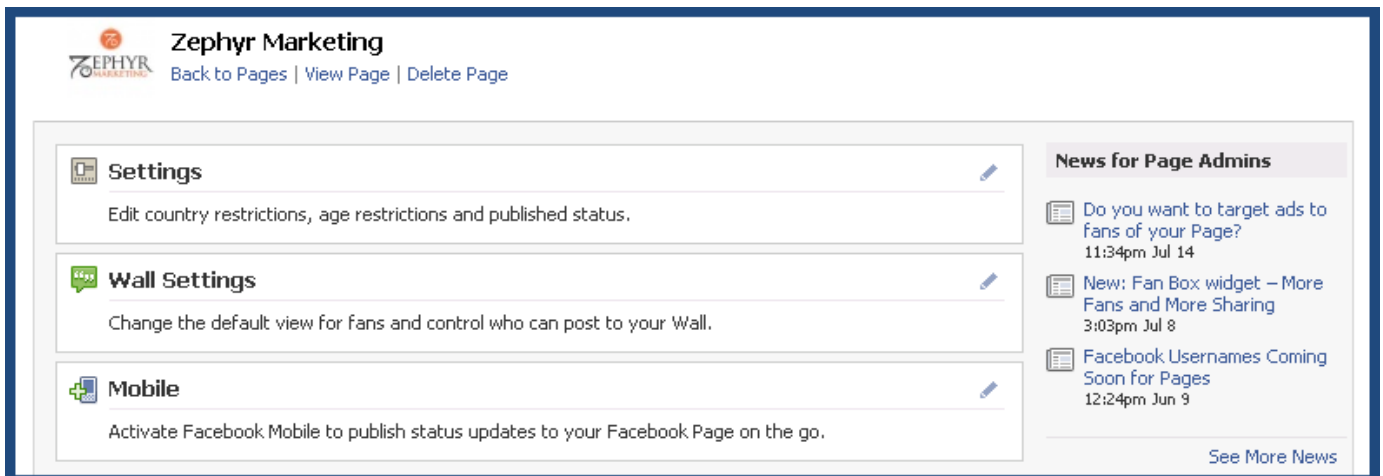
**Tip:** Also referred to as the "Blurb" box. You can edit this and update it later too!

**b. Explore the Edit Page settings to configure features of your Page.**

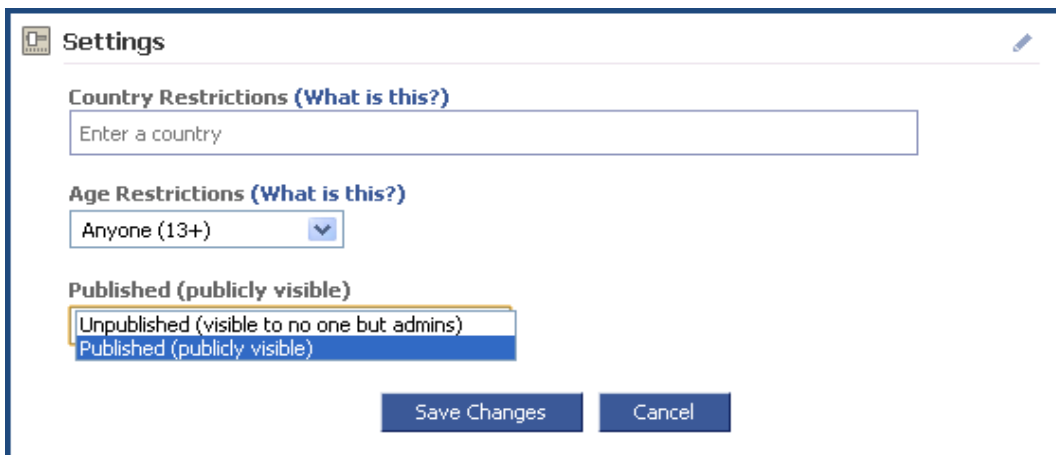
i. Click on the Edit Page link.



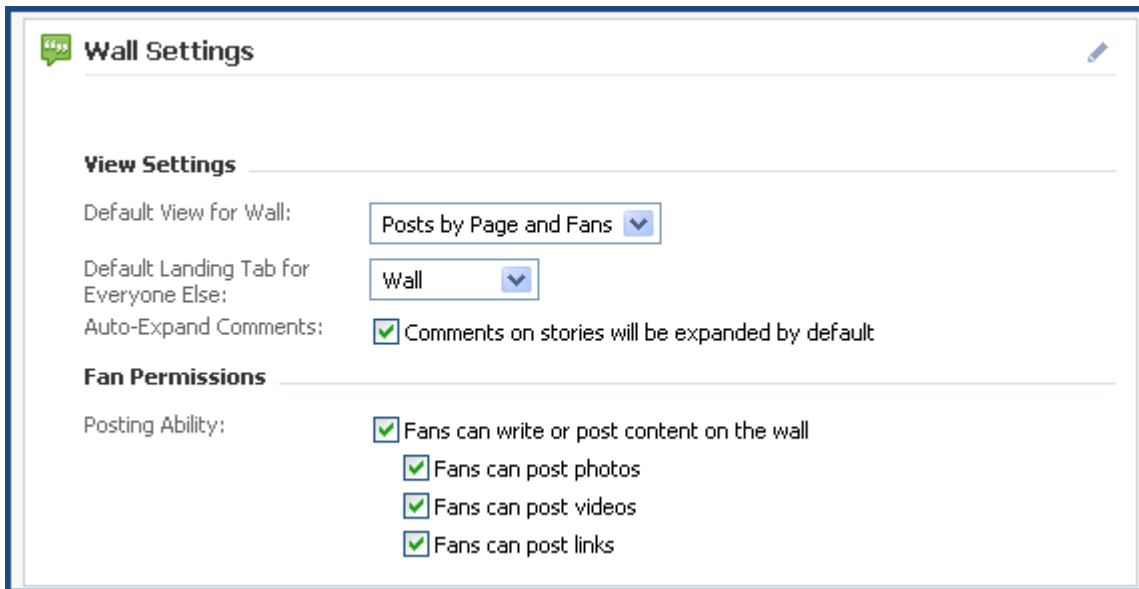
ii. View and configure the top 3 features: **Settings, Wall Settings & Mobile:**



Clicking on the edit icon in upper right corner of the **Settings** item allows you to configure 3 types of restrictions. The most important one may be the publishing status. Here you can set or re-set your Page to “Unpublished” or “Published” - publicly visible.



Next, configure your **Wall Settings**.

A screenshot of the Facebook 'Wall Settings' interface. The title 'Wall Settings' is at the top left. Below it, there are two sections: 'View Settings' and 'Fan Permissions'. Under 'View Settings', there are three items: 'Default View for Wall:' with a dropdown menu set to 'Posts by Page and Fans', 'Default Landing Tab for Everyone Else:' with a dropdown menu set to 'Wall', and 'Auto-Expand Comments:' with a checked checkbox and the text 'Comments on stories will be expanded by default'. Under 'Fan Permissions', there is a section 'Posting Ability:' with four checked checkboxes: 'Fans can write or post content on the wall', 'Fans can post photos', 'Fans can post videos', and 'Fans can post links'.

In the “Default View for Wall” there are two settings: (1) Posts by Page and Fans, and (2) Only Posts by Page. Number 1 is the preferred setting because you want people coming to your Fan Page to be able to see the exchange from both you and others.

Notice you can also select the **Landing Tab** or Page. This will be the Page non-Fans will land on when they find your Business Page. This gives you the strategic opportunity to create a compelling and engaging **custom Page** with images, keywords, links and even video and photos.

Here are a few examples of a custom Landing Page:

<http://facebook.com/droz>

<http://facebook.com/marismith>

<http://facebook.com/ONE>

Here’s a tutorial on how to create a custom landing Page using Facebook’s FBML application (Facebook Markup Language):

<http://ijjal.com/how-to-setup-a-custom-tab-for-a-facebook-Business-Fan-Page/>, and here’s more information from Duct Tape Marketing:

<http://www.ducttapemarketing.com/blog/2009/03/16/facebook-Pages-get-more-Business-friendly/>

**Tip:** Zephyr Marketing can help with the creation of your custom landing Page. I just want you to be aware of the possibility of creating and promoting a custom Page of content via a landing Page for non-Fans.

The **Fan Permissions** are all checked by default and these are the preferred settings based on the objective of making your Fan Page interactive and engaging. But, you may want to configure these based on your strategy.

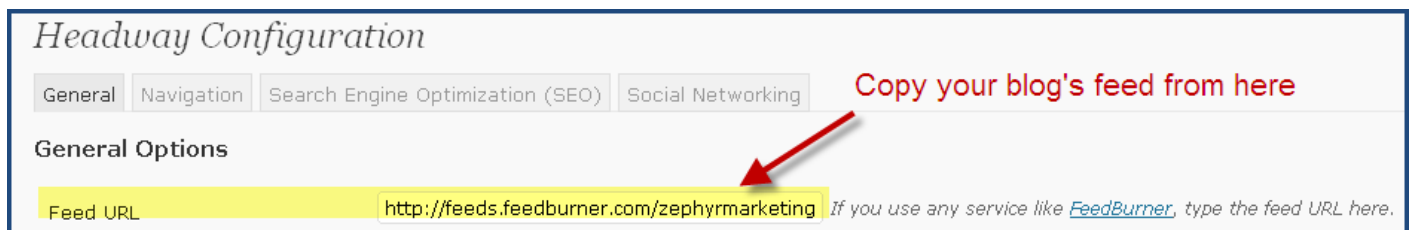
- c. **Import your blog posts.** Syndicating your content marketing strategy by importing your blog posts across multiple networks like Twitter and Facebook is a great way to reach more people. Publishing once and spreading widely not only gets your content out there where your Fans, friends, followers and subscribers are, but it saves you the time and effort it would otherwise take to copy and paste your content to multiple networks. Another benefit of importing your blog posts to your Facebook Fan Page is that it demonstrates you're engaged and regularly adding fresh content for your Fans.

There are a couple of ways to accomplish this in Facebook.

You could use a **third party application or plug-in**. In this post on Mashable, Christina Warren discusses a variety of applications and approaches for various blog platforms – [HOW TO: Integrate Facebook With Your Blog](#). Depending upon the features and functionality you're looking for, and your geek factor, these methods may or may not be a great choice for you. Let me know after reviewing these methods if you'd like some assistance in setting up a third party app. More about this later.

The **easiest way I've found to import your blog posts** into the Wall of your Fan Page, or via a Tab is to use the Facebook Tips feature. The following steps will guide you through importing your blog's RSS feed to your Fan Page using Facebook's Tips. I got this from Erin Colbert's blog post, [Importing Blog Articles Into Your Facebook Fan Page Wall Using Tips](#).

1. Login to Facebook and go to your Facebook Fan Page.
2. Click on the "Edit Page" link just below your profile image.
3. Next, you're going to get the RSS Feed from your blog. The following is based on WordPress using the Headway Theme: Open another tab on your browser, login to the admin of your blog and navigate to the Headway Configuration Page (a link under the Appearance section). Then copy the URL from your blog's RSS feed.



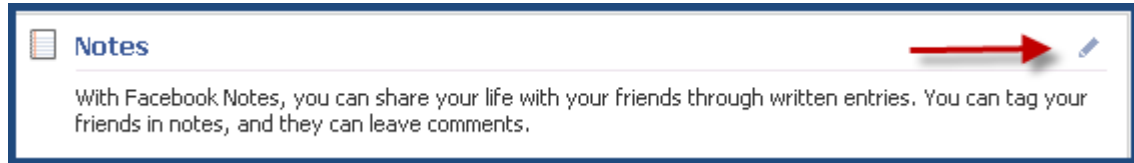
*Headway Configuration*

General Navigation Search Engine Optimization (SEO) Social Networking

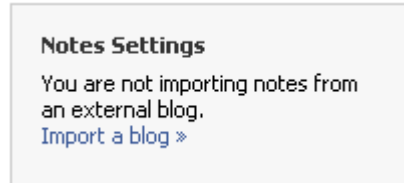
General Options

Feed URL  If you use any service like [FeedBurner](#), type the feed URL here.

- Go back to the Tips section of our Facebook Page you had open in steps 2 above. Scroll down to the “Tips” section, click on the pencil, click “Edit.”



- On the right you'll see a box with a link to “import a blog.” Click on this link.



- Paste the RSS Feed you copied from step 3 above into the Web URL field as shown below, place a check in the box to confirm you have the right to do this and click the “Start Importing” button. Tip, you can also just post the main URL of your blog site instead of the RSS feed.

### Import an External Blog

You can import posts from one external blog so that they appear along with your notes. Facebook will automatically update your notes whenever you write in your blog. Imported blog posts cannot be edited.

**Please only import your own blog.** If you import too many blog posts in a day, you could be blocked from writing or importing new notes, and this could result in your account being disabled.

**You are not importing from an external blog to your notes.**  
Enter a URL below to import to your notes.

Web URL:

By entering a URL, you represent that you have the right to permit us to reproduce this content on the Facebook site and that the content is not obscene or illegal.

- You'll then get a Page like below with a preview of recent blog posts and asking you to confirm the import. Click on the "Confirm Import" button and you're all set!

**This is a preview of Zephyr Marketing's imported blog.**

We retrieved these entries from your feed at <http://feeds.feedburner.com/zephyrmarketingnet>

If you confirm this import, we'll check the feed every couple of hours for new posts you've made, and add anything we find to your Facebook notes.

Confirm Import

Cancel

**Import Info**


This is a preview of Zephyr Marketing's imported blog.  
You can continue to import this blog or cancel.

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**Have to Vs. Get to**  
Monday, September 22, 2008 at 7:02am

Seth Godin wonders how much it should cost to receive "nice" service. It seems to me the fundamental issue has to do with how you deliver service. Is it because you feel you "have to"? The pizza delivery was 25 minutes late last night. The delivery guy came to the door with no apologies, just [...]

- Now, when you pull up your Fan Page and click on your Wall you'll see your blog posts. Example below:




**Zephyr Marketing** Creating my business page for Zephyr Marketing. Just added my logo. on Monday clear

Wall
Info
Photos
Discussions
Boxes
Notes
+

What's on your mind?

Attach: 
Imported blog posts
Share

Options




**Zephyr Marketing**

**Have to Vs. Get to**

Seth Godin wonders how much it should cost to receive "nice" service. It seems to me the fundamental issue has to do with how you deliver service. Is it because you feel you "have to"? The pizza delivery was 25 minutes late last night. The delivery guy came to the door with no apologies, just [...]

2 minutes ago · Comment · Like · Share



**Zephyr Marketing**

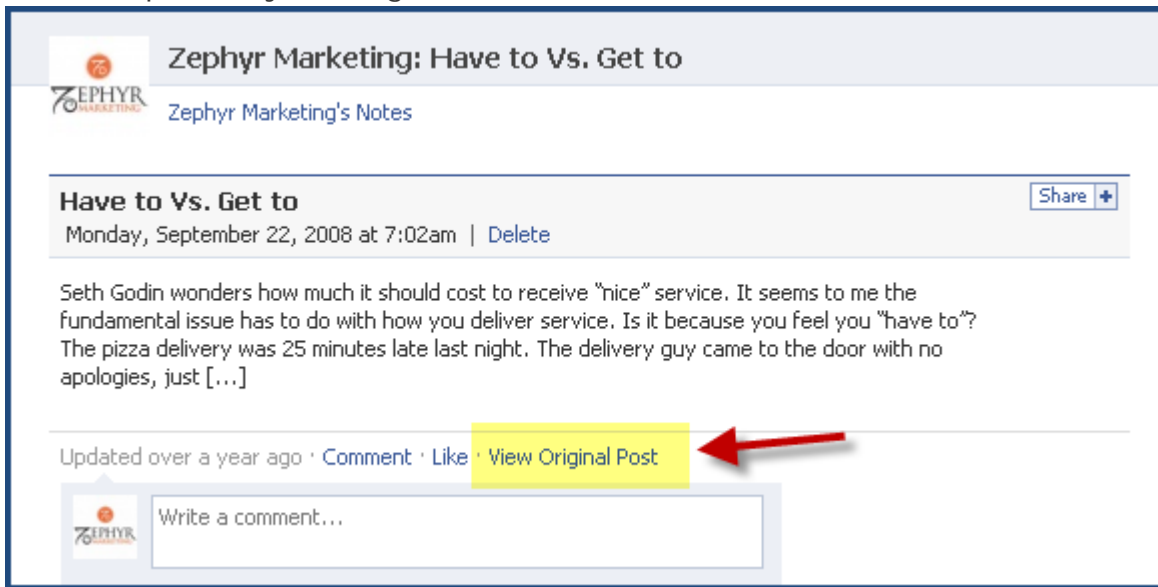
**Constant Contact Email Campaign Archive**

Are you curious about how stuff works? Interested in how best to leverage and get the most out of the tools, applications and solutions that are out there? If so, you may find this feature useful...

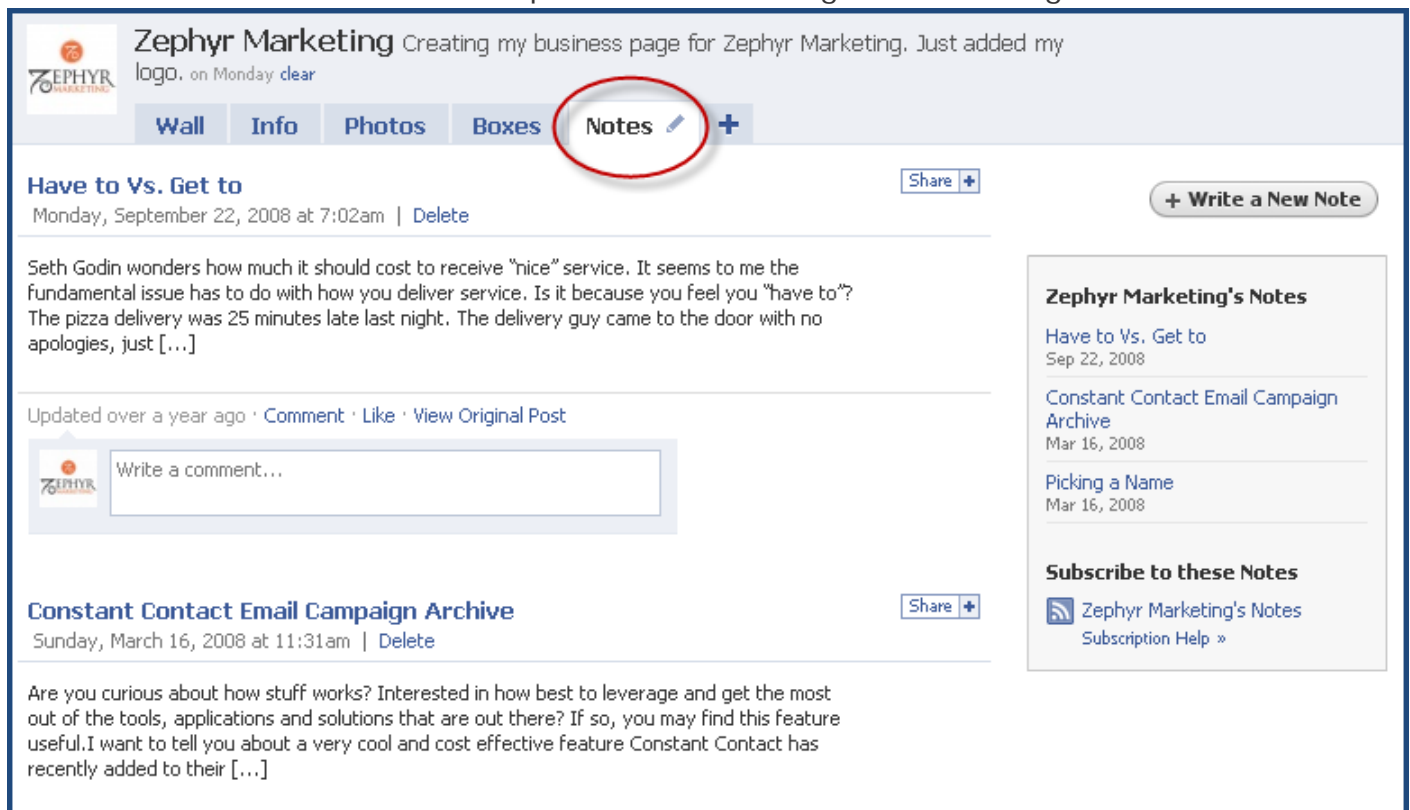
2 minutes ago · Comment · Like · Share

Zephyr... a gentle west wind. Zephyr Marketing looks to help local businesses breathe fresh air

9. If someone clicks on a post title, the post will be produced on a new Page with a link to "View Original Post." Clicking this link will take them to the full post on your blog site.




10. Additionally, if you want the Tips Page with your imported blog posts to appear as a tab in your Page's top navigation, do the following...Go back to the Fan Page and click on the "+" sign in the menu and select "Tips" from the drop-down window. Apparently, Facebook has disabled the ability to change the name of the "Tips" tab to something more meaningful.



11. Once you complete the above steps to import your blog via the Tips application it could take several hours before any new posts show up. When I first set this up it pulled in the existing posts right away. I then published a new post around 6 pm and it wasn't until the next morning that I noticed it had shown up in my Facebook Wall and Fan Page.

### Using a Facebook App to import your blog posts

I pointed out at the beginning of this discussion, it's also possible to use a 3<sup>rd</sup> party or Facebook application to import your blog posts. One of the apps available is called NetworkedBlogs. Here's how to set it up.

1. Login to your Facebook, go to your Fan Page, scroll down and click on the Facebook applications button in the lower-left corner: 
2. Click on the "Browse More Applications" link.
3. In the "Search Apps" box, enter networkedblogs and click Enter. You should now see the following screen:



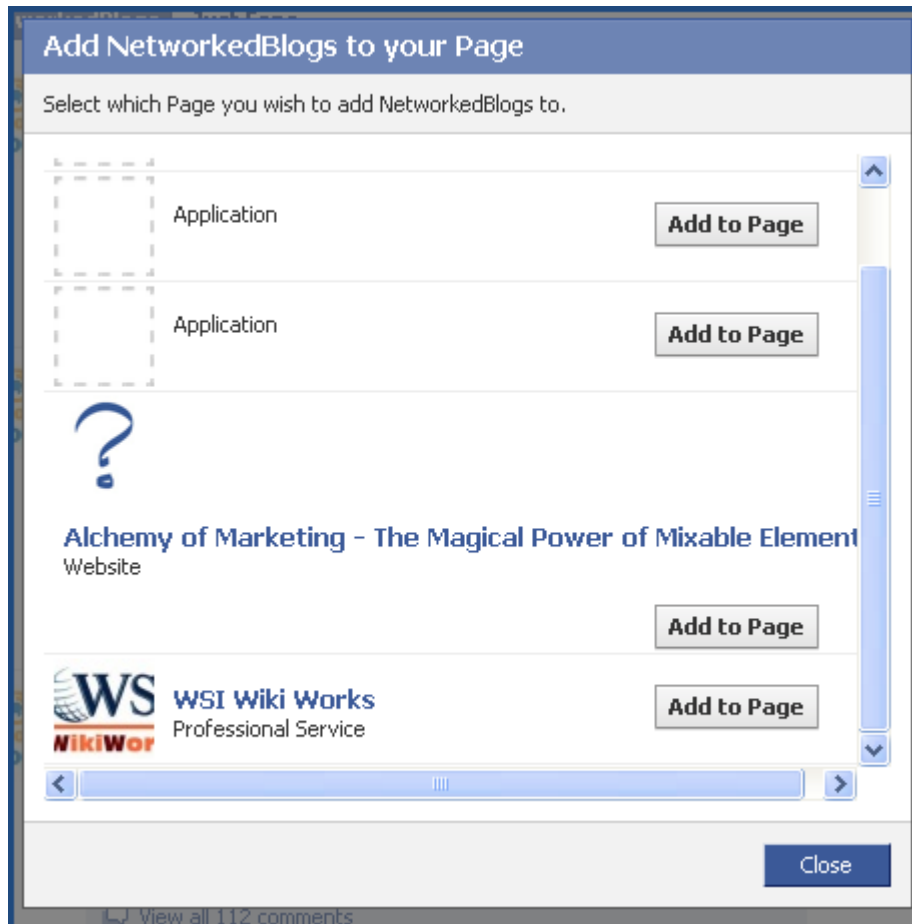
The screenshot shows the Facebook search results for "networkedblogs". On the left, there is a search bar with "networkedblogs" entered and a list of categories: All Applications, Business, Education, and Entertainment. The main area displays the search results for "NetworkedBlogs" by Minua, Inc., which has a 5-star rating. The description states: "Bring your blog to Facebook, and Facebook to your blog. Supports multiple blogs, RSS and ATOM feeds, and fan/business pages. The best to import your feed. Get your blog networked with the largest blogger community on Facebook." It also shows "833,785 monthly active users - 2 friends".

4. Click on the NetworkedBlogs logo or name to go to the application download Page:



The screenshot shows the NetworkedBlogs Facebook page. The page header includes the NetworkedBlogs logo and a "Become a Fan" button. Below the header are tabs for "Wall", "Info", "Reviews", "Boxes", and "Welcome". The main content area shows a post from NetworkedBlogs with the text: "NetworkedBlogs Posts published to your wall or fan page will now only show one image, even if your blog post has more. This keeps the look consistent and easier to read. It's also a change that was requested by Facebook." The post is dated "October 12 at 11:46pm" and has "265 people like this" and "View all 84 comments". Below the post, there is a "Go to Application" button and a red box around the "Add to my Page" button, with a red arrow pointing to it and the word "Click" written next to it. Other buttons include "Add to My Page's Favorites" and "Block Application".

5. Click on the “Add to my Page” link as shown above. Tip: Many applications can be added to a Tab of your Page. Whenever you see, “Add to my Page.” The Tabs on your Fan Page are added by adding applications like NetworkedBlogs. At the time of writing this guide, Facebook allows you to add up to 6 visible Tabs. So, Tabs can be added and deleted allowing you to add and customize content for your Fans.
6. Once you click the “Add to my Page” link, the following window will appear. Here you can choose which Page to add the application to. For this example, I’ll choose the WSI Wiki Works Fan Page since I’ve already added it to my Zephyr Marketing Page:



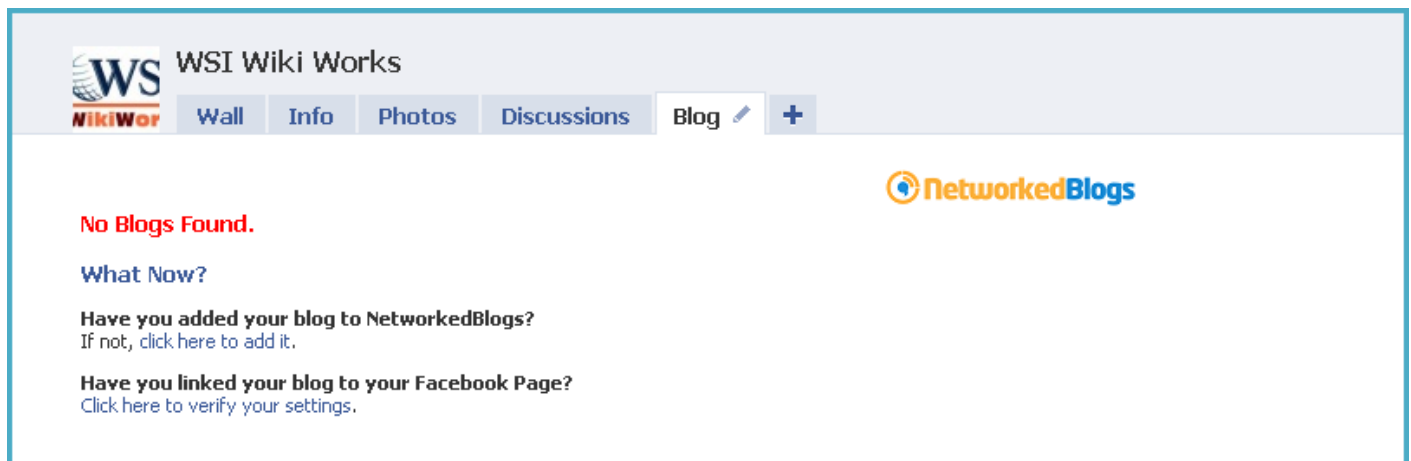
7. Once you’ve clicked “Add to Page” button associated with your Fan Page, close the window and navigate to your Fan Page. Tip: A handy way I’ve found to find my Fan Pages is to start typing in the name of the Fan Page in the search box in the upper right of your Facebook like this:



8. Now click on the "+" add a new Tab button and select the "Blog" item from the drop down:



9. On the next screen, click on the "click here to add it" link:



10. Complete the information in the “Register a New Blog” screen, then click “Next.” Tip: Use keywords and a compelling marketing message in the Topics and Description fields. These will appear when people click to view more information about your imported blog.

The screenshot shows the 'Register a New Blog' form in the NetworkedBlogs interface. The form includes a search bar at the top right, navigation links (Home, Profile, Friends, Browse), and a 'Pages new | Help' link. The main heading is 'Register a New Blog:' followed by a note: 'Note: you can register/edit any blog, even if it's not your own. The author of the blog can claim it later.'

The form fields are as follows:

- Blog Name\*:** GregElwell.com. Below the field is the instruction: 'Keep it short so it's not trimmed in listings. Add a tagline if you need to.' and a link 'Add Tagline'.
- URL\*:** http://www.gregelwell.com. Below the field is the instruction: 'Link to the home page of the blog.'
- Topics:** Three tags are selected: 'personal developm', 'personal improvem', and 'ersonal leadership'.
- Language\*:** English (selected from a dropdown menu).
- Description:** A text area containing the text: 'A blog about insights, experiences and learnings on personal development to achieve your best level of success.'

At the bottom of the form, there are two buttons: 'Next >' and 'or Cancel'.

11. On the next screen, you may want to de-select the option before clicking "Next."

Before you continue... Check out these great widgets from Trackle, our partner

**trackle** #1 service for personalized alerts and widgets

Personalize your alerts on your blog using widgets

"Lure in users with your Trackle Box"

TechCrunch

Neighborhood crime - local events, celebrity gossip - entertainment - finance - health - politics. Thousands of topics.



**click to de-select**

Yes, I want to check out Trackle and receive daily alerts.

Next >

12. Assuming you're the author of the blog, click "YES" on the next screen:

Are you the author of 'GregElwell.com'?

YES NO

13. You're now presented with a choice of verifying you're the author of the blog. Choosing the second (widget) option means you will need to copy and paste some code into the sidebar of your blog's Page. Let me know if you'd like me to do this for you. Just click on the widget option, copy the code they give you, paste and save it to a word or text file and email to: [greg@zephyrmarketing.net](mailto:greg@zephyrmarketing.net). For this example, let's use the "Ask friends to verify you" option:

**How do you like to verify ownership of 'GregElwell.com'?**

- **Ask friends to verify you** (easy, but takes a little time)
- **Use our widget to verify ownership** (instant, but some technical skills required)

[I'll do it later](#)

14. Choose one or more friends to verify you...you'll need a total of 10 verifications (9 plus you)





















**Ask 9 friends for verification**

**Select friends** Skip

Add <strong>up to 16</strong> of your friends by clicking on their pictures below.

**Find Friends:**

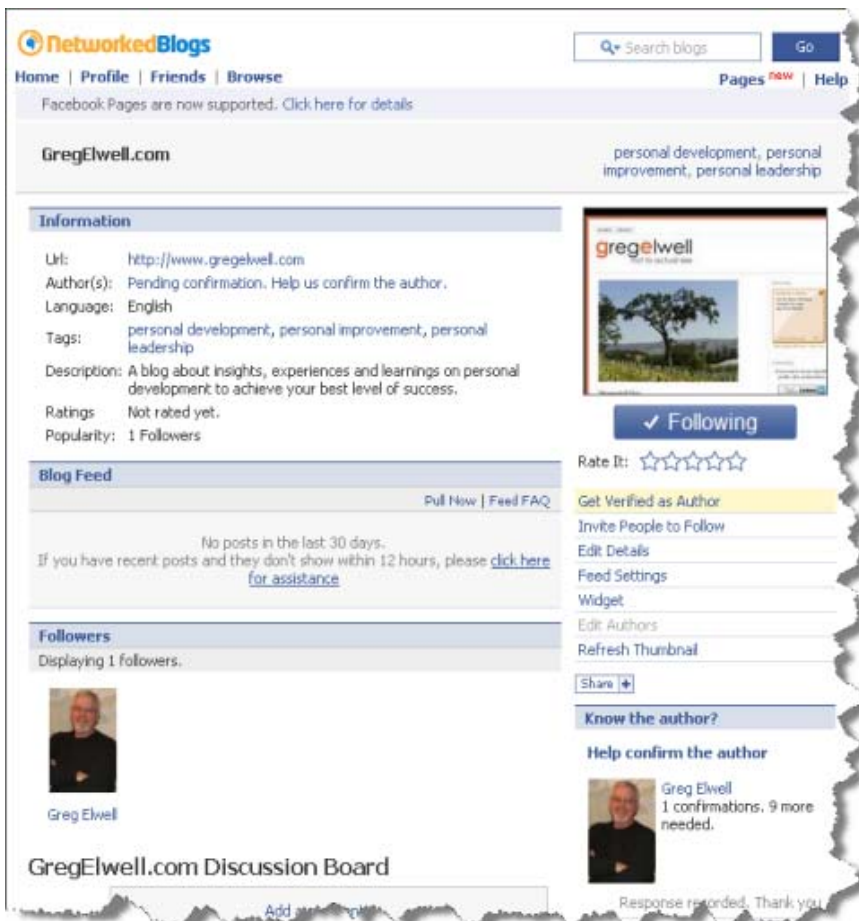
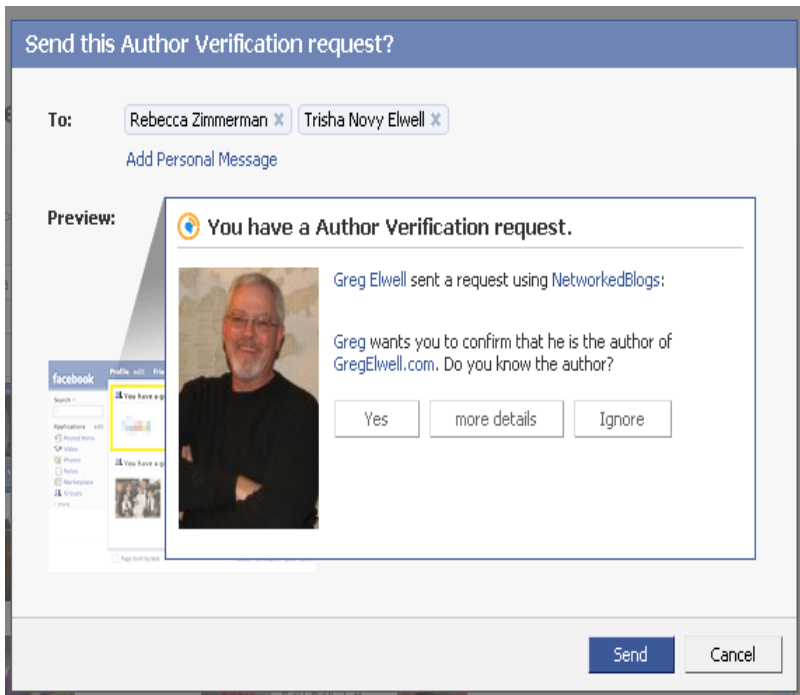
Filter Friends ▾ All Selected (2)

 Christy Skinner	 Rebecca Zimmerman Minneapolis...	 John Haydon Boston, MA	 Roxanne Peterson New York, NY
 Elyse Tager East Bay, CA	 Tiffany Haider	 Todd Novy Minneapolis...	 Erin McGee San Franci...
 Timothy Novy Minneapolis...	 Tommy Casey	 Christina Strawbri... East Bay, CA	 Kim Elwell-D...
 Grant Erickson	 Jean Levi Tampa Bay,...	 Zachary Elwell Minneapolis...	 Debbie Mendolari Lopez
 Lynne Ashcraft East Bay, CA	 Trisha Novy Elwell	 Corey Joel Dunwiddie	 Kristen 'Duning' Elwell Minneapolis...

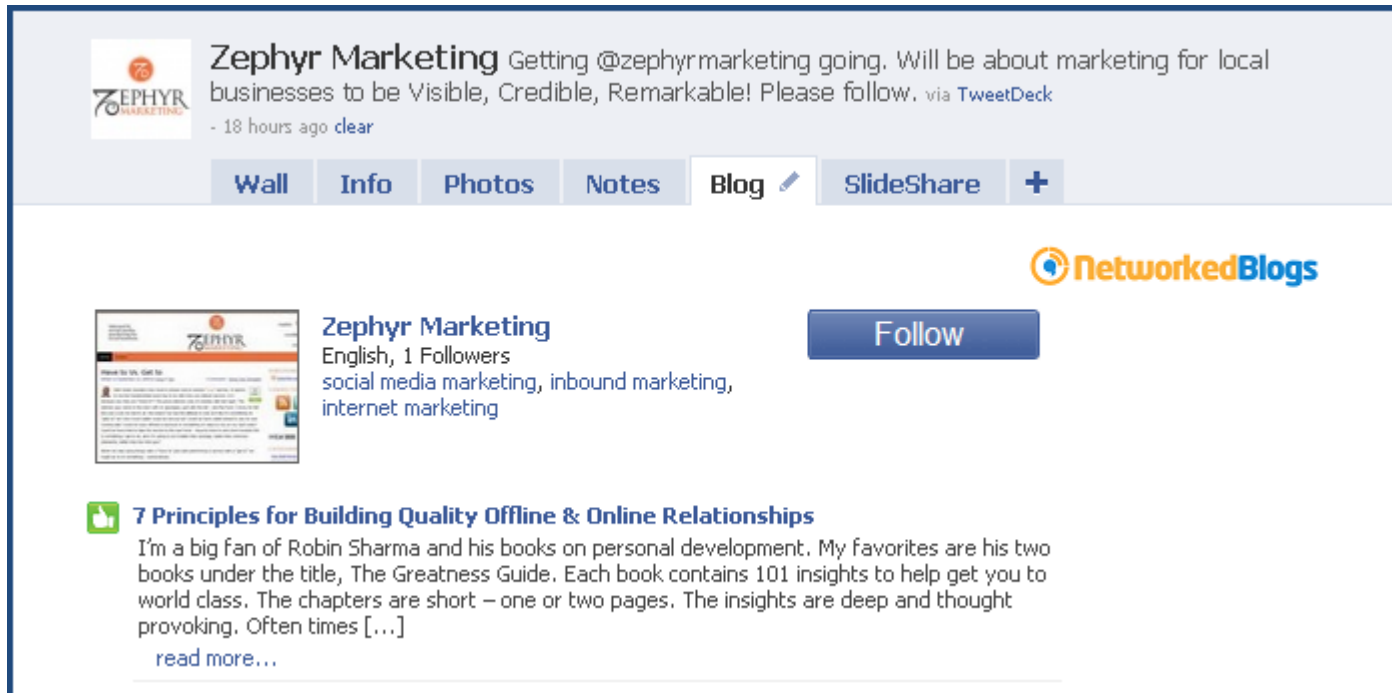
**Invite by E-mail Address:** Use commas to separate e-mails

Send Author Verification Request
Skip

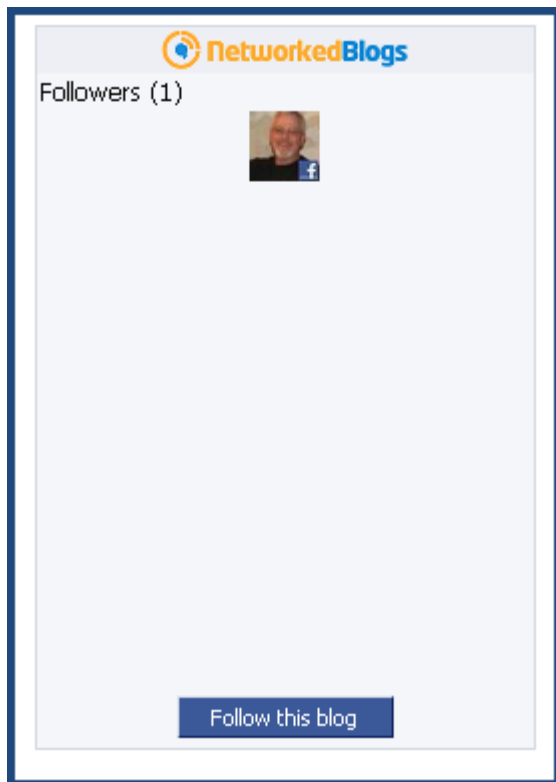
15. Click to send the verification request:



16. Once your blog is verified by either the code or friends' method, your NetworkedBlog will be visible on the "Blog" Tab. Here's an example from Zephyr Marketing:



17. Here's what the snippet of code looks like when viewed on the sidebar of your blog:



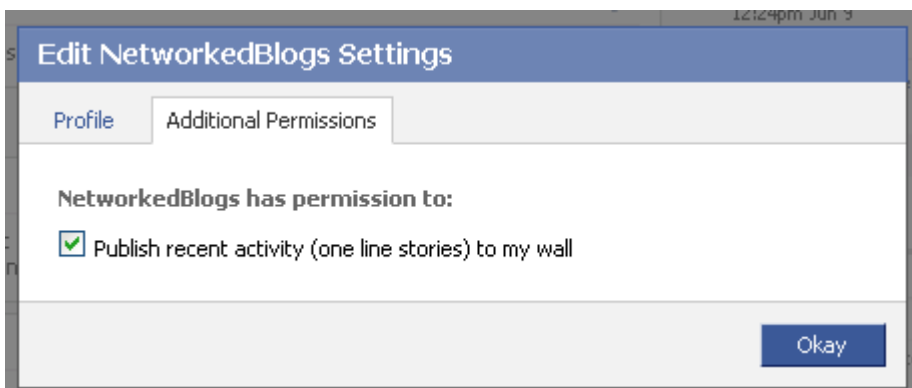
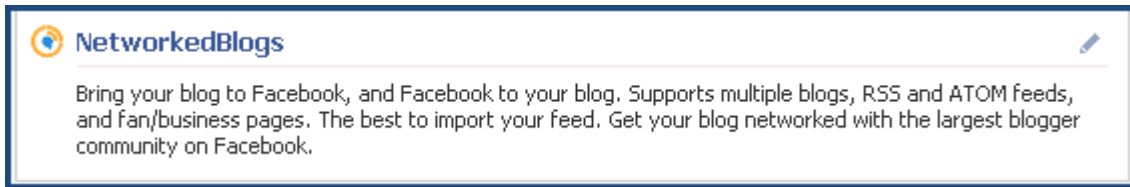
When people click on the “Follow this blog” link they will be presented with the information you entered in Step 10 above, like this:

The screenshot shows a web browser window with the address bar displaying `http://networkedblogs.com/followblog.php?name=zephyr_marketing`. The page header includes the NetworkedBlogs logo and a user greeting "Hello, logout". The main content area is titled "Zephyr Marketing" and contains an "Information" section with the following details:

- Blog Name:** Zephyr Marketing
- Url:** <http://www.zephyrmarketing.net>
- Language:** English
- Topics:** social media marketing, inbound marketing, internet marketing
- Description:** A blog focused on the needs of SMB and local businesses need to develop and deploy sound inbound and social media marketing strategies. Written by Greg Elwell, principal of Zephyr Marketing LLC, a local business based in Benicia, CA and serving local businesses in Napa, Solano and Contra Costa Counties.
- Popularity:** 1 Followers

Below the information section, there is a preview of a blog post titled "Have to Vs. Get to" with a "Following" button. At the bottom of the page, there is a link that says "Visit blog page on Facebook."

18. Finally, you have the option of publishing one-line updates of your blog posts to your Wall. This setting is in the “Edit Page” settings. Scroll down to the NetworkedBlogs item, click on the pencil icon and choose “Application Settings,” go to “Additional Permissions” and select the box as shown, then click “Okay.”



Tip: If you're already importing your blog via the Tips app, you may not want to select this option as it will look like you're duplicating blog updates on your Wall.

## Now go do something in your Facebook Fan Page!

There's plenty you could continue to do with apps and Tabs and such. For example, I added the Slideshare application to my Facebook Fan Page at Zephyr Marketing (I also have it on my LinkedIn profile). This works great for me to be able to share PowerPoint presentations like the one I did on [Twitter for Business](#), and PDF's or other docs – like these Facebook guides. If you have content to share with your market persona, Slideshare might be a good one for you to utilize also.

I plan to publish more tutorials on working with Tabs and apps, but for now it's important for you to start doing stuff on your Fan Page to make it interesting and engaging. Share some photos of what you do and that show you in action. Write some blog posts. Start a discussion. Share some updates and start to tell your friends about your Fan Page.

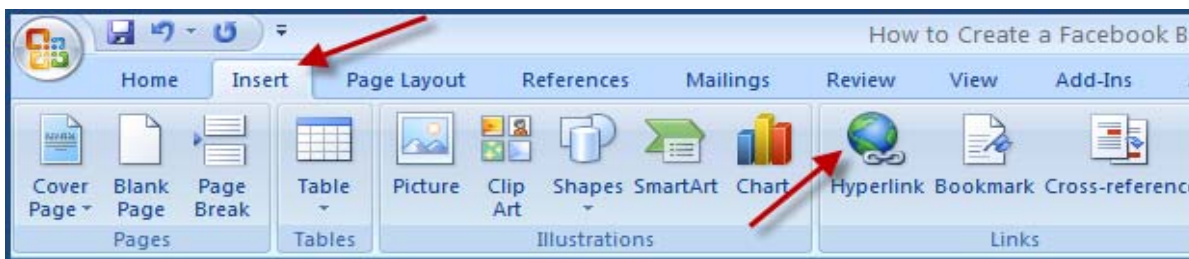
Your goal is to get to 25 Fans as soon as you can. Once you're there you can get a vanity URL, this will make it much easier to share the link to your Fan Page.

### How to find your Fan Page link and share it with others:

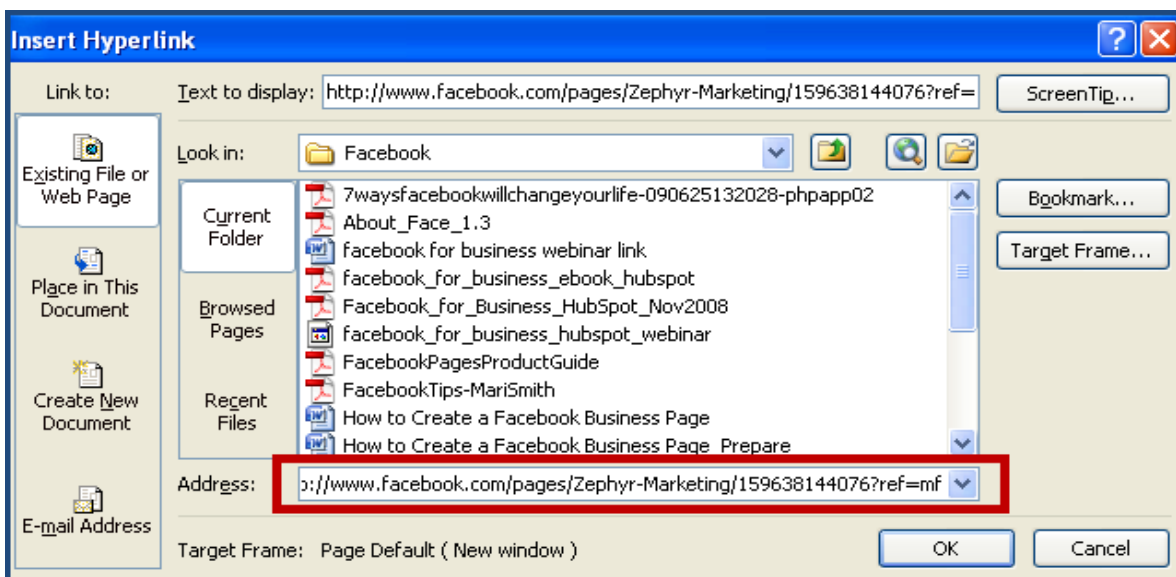
As Tipd before you can use the Facebook search box to find your Fan Page. You can also go to the Info tab of your Profile Page and find your Fan Page among the listing of other Pages you are a Fan of. I suggest saving your Fan Page in your Links box back on your personal Profile Page (left sidebar). Until you get your vanity URL the link to your Fan Page will look something like this: <http://www.facebook.com/Pages/Zephyr-Marketing/159638144076>

That's my Fan Page link to the Zephyr Marketing Fan Page. Not too elegant or memorable is it? Contrast that to this one: <http://www.facebook.com/hubspot>. So, get busy and start creating and posting some great content that will help you attract and get more Fans. And remember, the content you publish on Facebook Fan Pages are indexed by all the major search engines. Make it keyword rich and relevant to your market personas.

An option you have to share your Fan Page link in Email messages or on your blog or Web site is to type some anchor text and place the URL of your Fan Page as a Hyperlink to it. For example, I might create the anchor text, "Be a Fan of the Zephyr Marketing Business Page." Once I type that in my Email signature, Word doc, blog or Web site I highlight it and choose the Hyperlink feature from the menu. I'll use "Insert" a Hyperlink from Word in this example:



Paste the link into the address field:



And click OK to produce your link: [Be a Fan of the Zephyr Marketing Business Page](#)

## What's next?

The next eBook guide for How to Create a Facebook Business Page will be on Advertising and Promoting your Fan Page along with integrating it with your other networks and social media marketing activities.

Here are some additional resources.

### References and Additional Resources:

Here are some links of references used in preparing this guide along with additional resources to help you prepare and think through the setup of your Facebook Business Page.

- [Ten Steps for Creating a FANtastick Facebook Fan Page](#)
- [10 Ways to Make the Most of Your Facebook Fan Page for Your Business](#)
- [HubSpot's Facebook for Business Marketing Kit](#). Tip, this is a free kit that includes a videos, eBook and articles/blog posts. Registration is required to download the resources.
- <http://www.FacebookAdvice.com> (official site of the book, "I'm on Facebook, now what?"
- [Mashable's Facebook resources](#)
- [HOW TO: Set Up a Winning Facebook Fan Page](#) by Susan Payton
- [Over 40 Facebook Bookmarks on Delicious](#). I'm constantly adding resources to this resource so check this link often!