



3 Reasons Why You Need a Facebook Fanpage

Blog Talk Radio Segment with **Maria Gudelis**

Join social media expert Maria Gudelis as she reveals the top three reasons why you need a Facebook Fanpage. Maria is the VP of Social Marketing of Wildhorse Performance Marketing.

Maria Gudelis  

Maria Gudelis is a seasoned entrepreneur who has started million dollar companies in the [software](#) and real estate field. She holds an MBA from the Richard Ivey School of Business and was co-founder of the Orange County Forum for Women Entrepreneurs.



Show Notes

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Hi, everyone. Welcome to the Maria Gudelis Radio Show. Today's segment will be short and sweet, but power packed. It's all about Three Reasons Why You Need a Facebook Fanpage.

Here's the thing. There are a lot of individuals right now that are trying to figure out this whole social media. Specifically if you're a business owner, or if you are an entrepreneur, or if you are a marketing consultant you're trying to figure out what the best bang for the buck is online with social media.

The main question a lot of executives that I deal with every day is this, "Maria, what will be my return on investment if I do this?" Because the dilemma that a lot of marketing executives are in right now is they are bombarded with so many options, so many different marketing channels to invest their marketing dollars into, they want to be sure that this just isn't a passing fad.

Come on now, has that not perhaps passed your mind that is this social media just a fad? Are companies and individuals really benefitting from it, profiting from it? I don't even say the words "making money" or make it sound almost too unprofessional cliché and just for the biz opp type crowd.

The reason why is because this is indeed one of the most powerful marketing channels can use from Dell Computer to a little pizza restaurant in New Orleans that all of sudden went from 1,000,000 dollars in one year they attributed 20 percent of their revenues from social media and then they're franchising their pizza restaurant.

One of our clients recently within 10 days by using a Facebook Fanpage and some marketing campaigns around that Facebook Fanpage using social media we were able to get within eight days over 2,000 fans. Now, for any business getting started online, whether you're an existing business, a Fortune 500 company, or a one person show working from home, getting 2,000 visitors to take a look at your offer or to join your community is no easy task.

We are constantly doing that for our clients and we sort of figured a formula around that. What I'd like to do on this radio segment is share with you specifically three reasons why you need a Facebook Fanpage. If you were to picture a blueprint to a house, for instance, and let's talk about a social media blueprint that you have.

One of the key foundations, not the only one, but one of the key foundations is having a Facebook Fanpage. So, if you don't mind, I'm going to dive right into what those three reasons are. Today's radio show is a little different, usually I'm interviewing someone, but I wanted to get this information out to you so fast because there is a need.

There is a consumer awareness need out there, because there's lots of other information and products about social media and how to make a quick buck using it that are frankly just flat out wrong. I wanted to give you some solid information that we've seen over and over again, we've used and we've used for clients over and over again and what's working. Let me dive right into three reasons why you need a Facebook Fanpage.

Let's dive into the first one. **The first one is marketplace.** Facebook right now there are over 400,000,000 active unique users on Facebook. What that means is that Facebook is bigger than a country, it is bigger than the population of the United States.

So, marketplace. You have a virtual marketplace now at your fingertips that you can access from anywhere in the world. For instance, right now I'm in Canada, I just had a great walk with my dog on the beach, it's a great day here during the week on a Tuesday, midmorning, and it's just fantastic that now I can reach out to anyone in the world from prospects in Jerusalem all the way to London, England, all the way to Hong Kong, to the Philippines, to the U.S., to Canada, to anywhere in the world.

The internet is big, right? It's just huge. So, is there one spot, once central water cooler that you can hang out at and you can start to build a relationship with other individuals and converse with them? That is Facebook. So, that's your first reason, just the sheer marketplace alone. It's a growing trend. Your trend is your friend, you want to be where lots of individuals are, so that's a pretty big deal.

Let's talk about the second reason. I'm going to hopefully have time for questions at the end, and if not I apologize, because I really felt it was more important to get this information out to you right away. The second reason is what my social media partner consultant expert, one of the best social media consultants in the world, Tina Williams, her claim to fame is know, like, trust, KLT Factor. **That's your second reason, know, like, trust.**

What's not working right now is old school marketing. In the 1980's and 1990's the sell, sell, sell, you know the classic infomercial, really high powered pitched sale, "buy now, you must buy now," in your face marketing. Well, that doesn't work anymore, because we have this little thing called the internet come about in the 1990's.

Specifically in this decade more and more people are using the internet than ever before and so what you're having a chance to have is what's called a transparent marketing tactic, meaning what consumers want is social proof. They want to know about you and they can get that information now at their fingertips. Twenty years ago they couldn't do that, they couldn't Google your company name or your product name, whereas now you're being Googled.

What you want to do is make sure that you have a community around you that you are building a know, like, trust factor with, because if you do that step first you will then have more sales because you have a relationship with your prospects and with your customers. You can converse with them, you can get more information from them, you can get instant feedback on some of your products and services to have iterative cycles of improvements to your product.

Wouldn't that be fantastic for even big Fortune 500 companies to do? The good ones are doing that and using that. So, that's really important, the know, like, trust factor.

Let's jump to the third reason. **The third reason is branding.** Now, in some instances corporate branding, logos, are dead. There's a great book by Naomi Kline, a fellow Canadian author actually, just a great book about kind of the death of the logo.

The thing is that when I say branding what I really mean by that is including who you are. It deals with that second reason to be on Facebook, the know, like, trust factor. When I talk about branding, for instance, for my coaching and the executives that I consult to and help increase their profits they know me as someone who always over delivers.

If they invest in any of my consulting packages they know that they will get a return, they will also have fun with it and I will push them with their permission to play big and I push them. One of my clients with just a 35,000 investment in a marketing program with my marketing company Wild Horse Performance Marketing, they got over 600,000 dollars in increased sales as a result. That's a huge return. That's not typical for every client that we have, but even just having a double return on your investment is pretty good, isn't it?

So, what I mean by branding then is be consistent with your marketing message. You can do that now if you have a community. Just pick up one of our recent clients that got over 2,000 fans in eight days, now they can start communicating with all those fans, they can start building a list.

You know the saying, "There's money in the list." Well, they start then communicating with their list and then perhaps giving free information, free offers, just something to show that from a brand perspective you over deliver and that's going to translate to more sales.

The bottom line is that it helps you build a business. You're building a business community and that is one of the things that you want to use social media online for. With that, if you're interested to get started on building your Facebook presence I want to talk about two mistakes.

We've talked about the three reasons to be on Facebook, and by the way there's many more, I could list off a whole slew of benefits of being on Facebook, but the three reasons...

- 1) Marketplace
- 2) Know, like, trust factor
- 3) Branding

Now let's talk about the two biggest mistakes people make when they go on Facebook. Here's the thing, there's nothing worse than spending hours and hours of learning something and then applying it and then you get no results. Right? How many of you have done that? If you want to raise your hand and say, "Yes, Maria, I've been in that situation."

So, the two biggest mistakes are these. One, there's no integration to other social media sites. That's the first biggest mistake. Often you just put up Facebook and then you think, "Build it and they will come." Well, no. You have to have a marketing campaign around that and think about strategically why you have a Facebook Fanpage.

If you don't, you might as well just not do it. Save yourself the time, don't do it, invest your marketing dollars in say an offline postcard campaign mailing out to your key target list that you want to sell to. There's other marketing channels that cannot be ignored and there is a strategy that you must have when you first get on Facebook.

So, that's the first thing, integration. You can integrate to Twitter, you can integrate to a press release, you can integrate to your blog, which I consider an effective part of social media. E-Marketer did a survey last year and they found that more than 60 percent of visitors online who are checking you out, checking your company out, they don't go to your company website they actually go to a social media site to find out more about you. They want social proof, they want reviews, because we're in that recommendation age right now. So, that's the first mistake.

The second mistake is the in your face sell, sell, sell. This is, I'm not kidding, 10 out of 10 times with our clients when we first set them up with social media strategy and they want to start adding their own content to it or we take over their existing social media sites, because that's often what happens is they've hired someone else for 50,000 dollars, they got no results and then we get a call saying, "Help. We have no return on investment can you help us?"

What you need to do is you have to seriously look at the content and the communication and conversation that you're having with your community that you've developed within Facebook. You can't always every message be sell, sell, sell, it's got to be interesting. We're in a transparent society and it ties with that third reason for being on Facebook, your branding. What is it all about?

One of my clients is one of the most famous attorneys in the world for wealth protection and, for instance, he loves to run, he does marathon running. So, I said, "Show part of that with your branding. That's important, people will resonate with that, people want to know you're just not this guy in a suit." That is what people want in this marketplace right now. So, that's the second biggest mistake.

What I'd like to do is we have just a few more minutes of this segment, I would like to encourage you. We are offering a done for you service right now from Wild Horse Performance Marketing and fellow social media expert Tina Williams.

All you need to do to check it out, that's all I encourage you to do is go check it out, it's a seven minute video for you to watch about what you can get. **Go to WildhorseTraining.com/doneforyou**

I hope you enjoyed this segment. I really believe that if any of you right now want to build your business to the next level you really have to get on Facebook, brand yourself, and then think about your strategy for that.

So, we have just less than a minute remaining and I notice we have a few callers on. If you want I can try to unmute you and see if you'd like to talk to me. If not, that's cool too.

While I check if any questions have come in I also invite anyone to send in their questions to my VP of Client Services Angie@wildhorsepm.com and we can answer questions. I don't think we'll have time to catch the guests that are arrived on my radio show live, what I'll try to do is first answer this email question that came in, because I think it was a fantastic question.

“Maria, I already have a Facebook Fanpage, but I find that it’s stagnant. I’ve got over 100 fans, but nothing since then and I’ve set this up more than a year ago.”

Well, that’s a great question Chevonne, I’m glad you asked about that. Here’s what I would say to you. I have 60 seconds to give you some great information. First of all, I haven’t looked at your Fanpage, but are you branding yourself correctly?

Are you using the most expensive real estate on that Fanpage correctly, meaning the top left area of your Fanpage. That’s your most expensive real estate where the eyeballs go. What I want to know is if you have some sort of call to action there.

Are you creating an event around your Fanpage? The use of contests, the use of asking people questions, or polling people, those things are really powerful to do. So, you need to kind of analyze what’s going on.

The other thing is are you integrating to other social media sites of yours? Do you have other social media sites ready?

If you want to check it out go ahead to WildhorseTraining.com/doneforyou and check out that service that we’re offering, because it’s an incredible deal.

Other than that I just want to wish you the best of success, all of you who are listening to this right now. Have a fantastic day and go get yourself a Facebook Fanpage, go look at your strategy right now, write it down where you want to take it to the next level for your business.

Thank you,

Maria Gudelis

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Attach:

Maria Gudelis **What is the Dollar Value of a Fan on Facebook?**
Maybe this will help justify your marketing budget for putting up a facebook fan page. Adweek came out with a very interesting article last week estimating the value of a Facebook fan. Read the article here... This study shows that, on average, a fan base of 1 million translates source: Maria Gudelis.com
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