

## Facebook Marketing Guide 2: Getting More Fans

### 1. Get more friends

First you will need to make sure you have as many friends on your personal Facebook account as possible! Use the heading Get Connected on your personal page.

### 2. Use your friends or family

Go to your new salon page and use the “suggest to friends” link (you will need to be using Facebook as yourself, not your salon – check the ‘Account’ drop down menu).

### 3. Change your name

When you have at least 25 fans of your page, you can choose a new page name.

Go to <http://www.facebook.com/username/> and use the drop down to select your salon page NOT your personal page. Double check the spelling – if it’s wrong you are stuck with it!!

### 4. Use your Facebook address

Everywhere you can! On business cards, posters in-salon, adverts and newsletter.

### 5. Involve your staff

Tell them about the page, give them the address and ask them to post a “Hello” once they have liked your page.

### 6. Invite your clients

Although you may have your Facebook address visible in-salon – make sure you and your staff talk to your clients and explain that your facebook page will have exclusive offers, news and give-aways.

### 7. Involve “well-liked” people

Encourage fans with lots of friends to post to their own wall a short message and link to your new page, or even better ask them to use the “Suggest to friends” described in 2.

### 8. Get the message and voice right

Make your posts to your wall snappy. Use a creative opener like “Let your hair down” and occasionally post about something in the news, e.g. the Royal Wedding.

### 9. Use Facebook adverts

These can be very effective as they let you target adverts locally, to an age-group and gender. This might be something you want to consider later.

### 10. Use existing email contacts

You can import client email addresses from i-salon into Facebook and send a mass “Invitation Message”. You need to export a list as a CSV file.

Choose – Edit Page > Marketing > Tell your Fans. Find and upload the CSV file, and preview the message before sending.

**Get into the habit of revisiting all the above and repeating them often.**

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& website design

[info@SalonGuru.net](mailto:info@SalonGuru.net)  
[www.SalonGuru.net](http://www.SalonGuru.net)  
0870-446-0087

[www.facebook.com/SalonGuru](http://www.facebook.com/SalonGuru)

