

Facebook Marketing Guide 4: Customised Marketing Tabs

What are customised tabs?

Website designers are able to add and adapt tabs (the pages of content within your Facebook page) to hold your own customised content and messages. Stage 1 is an eye-catching arrival page like these that says “become a fan”!!!



When they click “like”, the page switches to another version with different images and text. So rather than the plain wall, they see an eye-catching and interesting page that lets them engage with you and your salon.

The list of possible “boxes” on this page grows daily but includes;

- Large images with unique messages
- Downloadable vouchers
- A comment box
- A Twitter feed
- Embed a video
- Contact forms
- Google map
- Salon Newsletter
- Polls
- Competitions
- Product list
- Image gallery

For each “box”, you can choose if it only appears when they “like” your page or if anyone can see it.

Every box also has the option to allow comments, so a visitor could comment against a gallery image or leave an answer to a prize quiz. That comment is then posted to their page for ALL their friends to see. That’s powerful salon viral marketing !

Include vouchers on Facebook

You can offer downloadable coupons from the page for discounts or special deals – and these get posted back to the visitors wall e.g. “I just took a 25% discount voucher from Trends salon” with a link their friends can follow.

Customisable tabs will require the help of a professional to set up. Contact Salon Guru if you need more information or help to create your fan page.

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Exclusive 20% off online marketing support
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info@SalonGuru.net
www.SalonGuru.net
0870-446-0087
www.facebook.com/SalonGuru

