GETTING TO KNOW FACEBOOK TIMELINE

Success Guide to Facebook Timeline for Business

GOAL OF THIS TRAINING...

Help YOU understand...

1. What the Facebook Timeline is exactly
2. All of the Facebook Timeline's features
3. How you can REALLY leverage Facebook Timeline in your business marketing efforts

What is Facebook Timeline?

- **Timeline is Facebook's new platform for business pages & profiles (no exceptions)**
- New Timeline make managing your page EASIER!
- **Facebook's biggest change to the platform (so far)....**
- Leverage FB's new Timeline platform to effectively share your company's story through images, graphics, videos, etc...
- **After you watch this training & implement simple Timeline best practices, your Timeline will look AMAZING!**

Timeline Format

Old Format

facebook
Search
Home
Local Pulse Marketing ▸ Welcome
GIVING LOCAL BUSINESSES LIFE ONLINE
LocalPulse Marketing
LocalPulseMarketing.com
Wall
Info
Friend Activity (1)
Welcome
Twitter
Blog
Photos
Questions
EDIT
670
like this
5
talking about this
Free Training Videos
This training will show you everything you need to build a profitable local Internet marketing campaign in less than 6 months, Guaranteed!
Sign Up for Free Training Here
Where Local Businesses can Increase the Lifetime Value of their Customers through Easy, No-Hassle, Done-4-U Internet Marketing Solutions.
SEO
Hyper Local SEO
Local businesses are finding it harder and harder to market themselves online, which explains why High Quality Local SEO Campaigns are so valuable when it comes to visibility in the local market today.
facebook twitter LinkedIn
Social Media
Question for Local Business Owners: What if you could get rid of all of the stress and worry that comes with setting up your business' social media pages the right way the first time? Click Here to Learn more.
Mobile Marketing
One of the wisest decisions local businesses can make today when it comes to Mobile Marketing is to simply Get Involved. With 5.9 billion mobile subscribers, its pretty much a no-brainer, right?
Admins (4)
See All
Use Facebook as Local Pulse Marketing
Notifications 1
Promote with an Ad
View old Insights
Invite Friends
Invite Email Contacts
You and Local Pulse Marketing
6 friends like this.
1 friend has worked here.
CBC Signs, Center Of Intention, BiltMORE Power Group
Sponsored
Create an Ad
Discounts, Day or Night!
StateFarm
See if you qualify for discounts up to 40% with State Farm®. Talk to us. We're available 24/7/365 via phone or online. Get A Quote
Free InstantCustomer book
surveymonkey.com
I'm finishing my new book and I really need your help coming up with a great name for it. Take this survey and get it free!
Sierra Auction
Arizona's largest public auction for 25 years. Everything you need...some you don't.

What's 'Above The Fold'

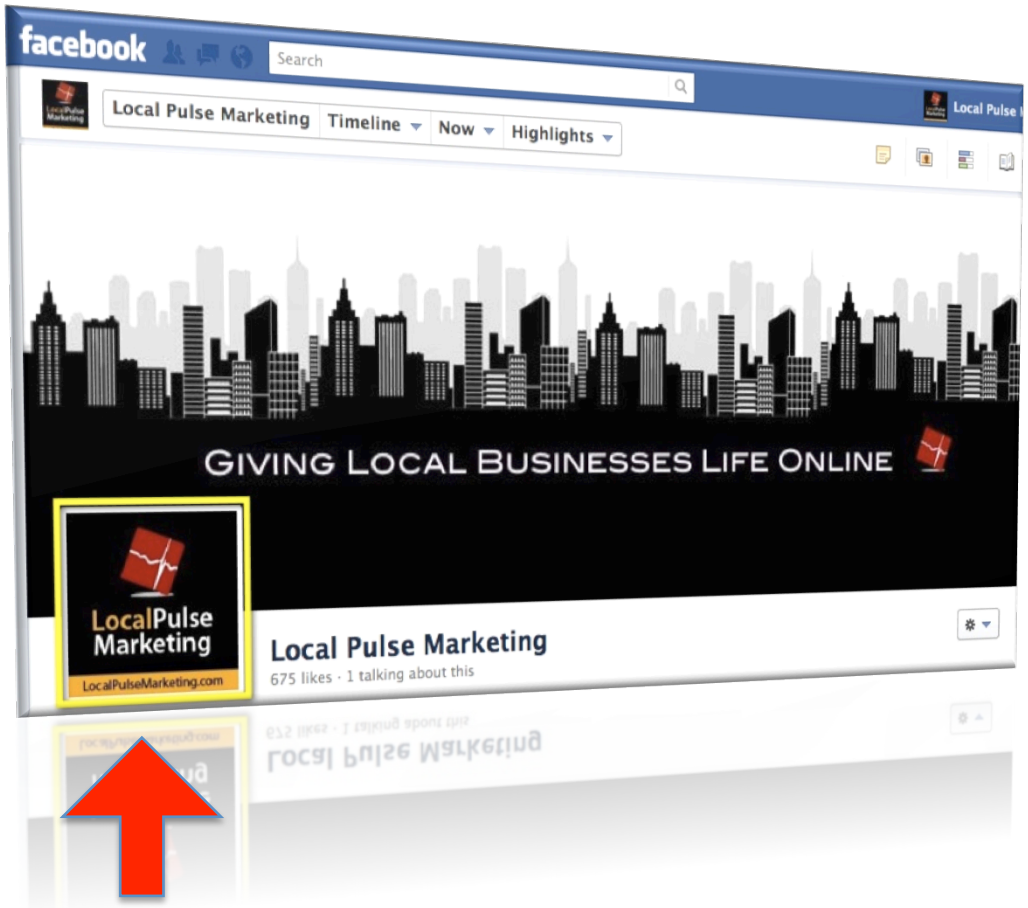
Set Your Cover Image

- ***851 x 315 pixels***
- ***First Thing People See***

STRICT COVER IMAGE RULES:

- **NO** Price or Purchase Info
- **NO** Contact Information
- **NO** Calls to Action
- **NO** References to Facebook Features (ie:”Like Us” or “Share”)
- **NO** Pointing Arrows

Your Profile Picture



- *180 x 180 pixels*
- *Company Logo is great here*
- *Visible next to each one of your updates*
  - *On Wall & On News Feed*

Organize Views & Apps

- Photos, Likes & Apps
- Photos are automatically featured in the first spot
- Re-arrange all other apps
- 12 total apps

Apps Continued...

Image Size Cheat Sheet

Custom Apps / Pages Are Still Here...
(Just NO MORE DEFAULT Landing Pages)

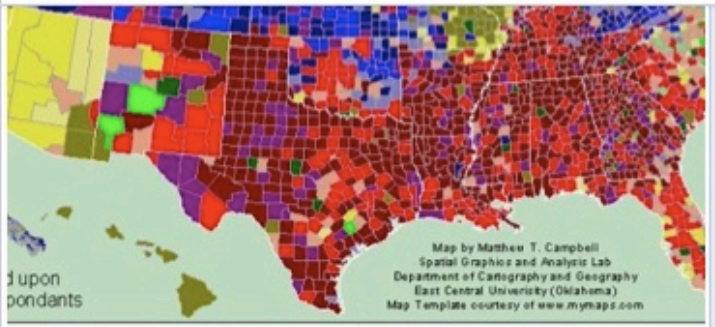
Why It's Called "Facebook Timeline"

facebook 33 Search Home

Coca-Cola | Timeline | 2012 | Highlights

Like

Create a Page



Like · Comment · Share 1 8

Coca-Cola shared a link.
January 29

Keep the Coke Polar Bowl RSVPs coming! Each RSVP triggers a $1 donation to WWF for Arctic Home, but the 1,000th person triggers an additional $10K! CokePolarBowl.com

Coca-Cola Polar Bowl
www.cokepolarbowl.com

Coca-Cola
February 1

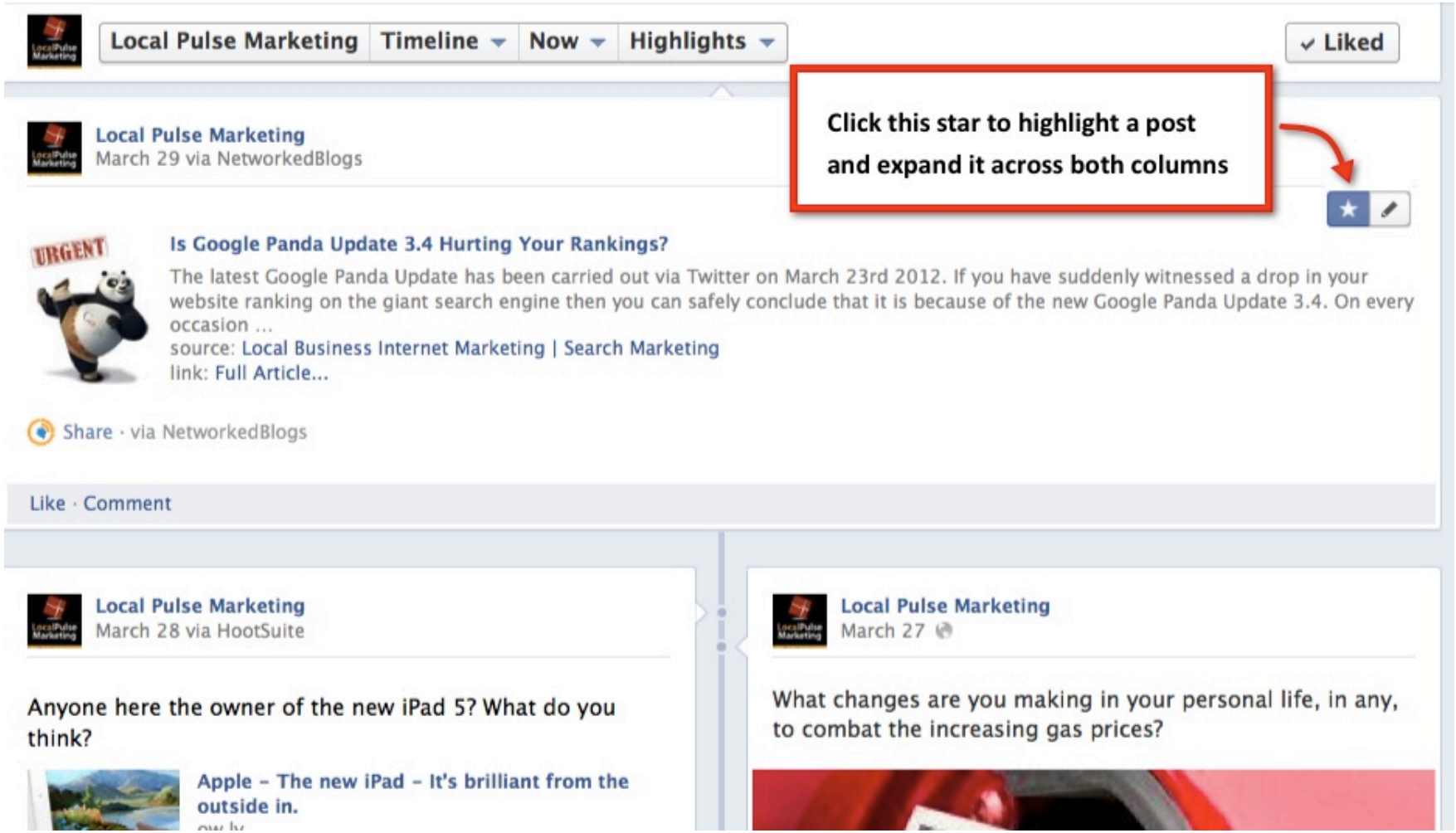
Does RSVP stand for Reserve Sunday for Viewing with Polar (Bears)? Probably not, but if you want to watch the game with the Polar Bears, RSVP at http://CokePolarBowl.com/ — with Eva IsWifedup Love and 49 others.

Now
March
2012
February
January
2011
2010
2009
2008
1990s
1980s
1970s
1960s
1950s
1940s
1930s
1928
1910s
1800s
Founded

Featured Milestones

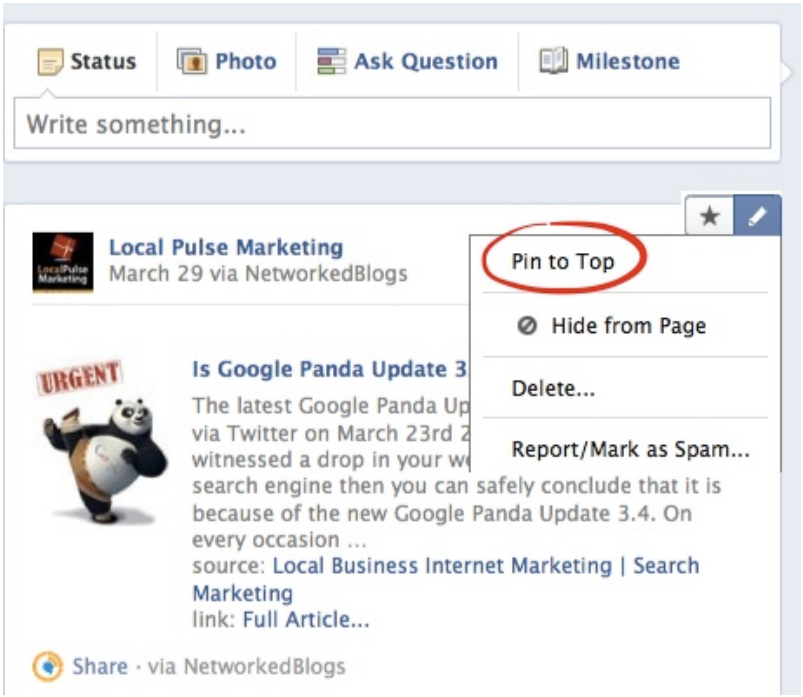
- **Tell the Brands Story or Create a New Story for your Brand**
- ***Remember*** **you can also add pictures on to your Timeline for whatever date you choose**
- **Update your Timeline regularly**

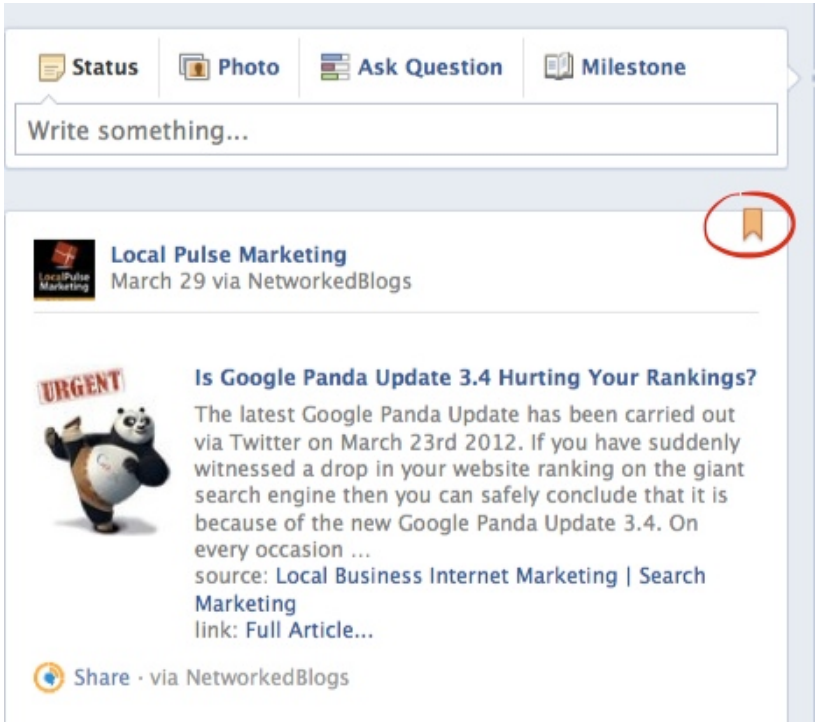
Featured Content



Featured Content

‘Pinning’ a post allows marketers to feature content at the top of the Timeline for 7 days!





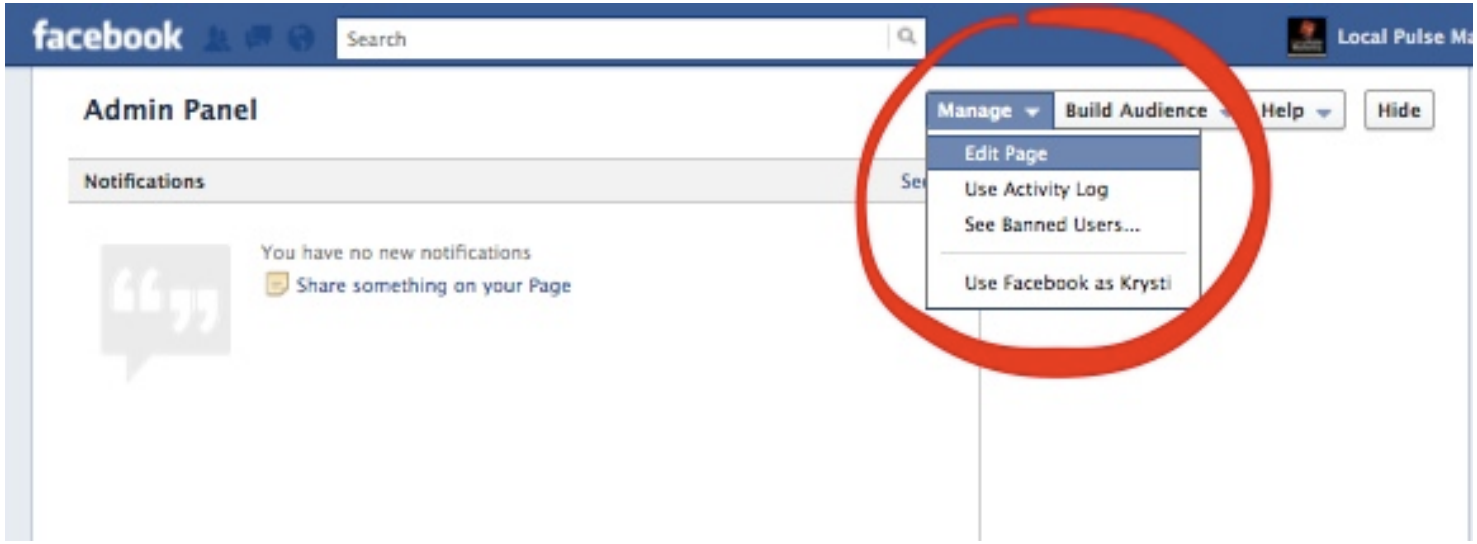
Big News for Customer Support

- **<u>IMPORTANT</u>: Users don't have to be a fan to message your Timeline!**

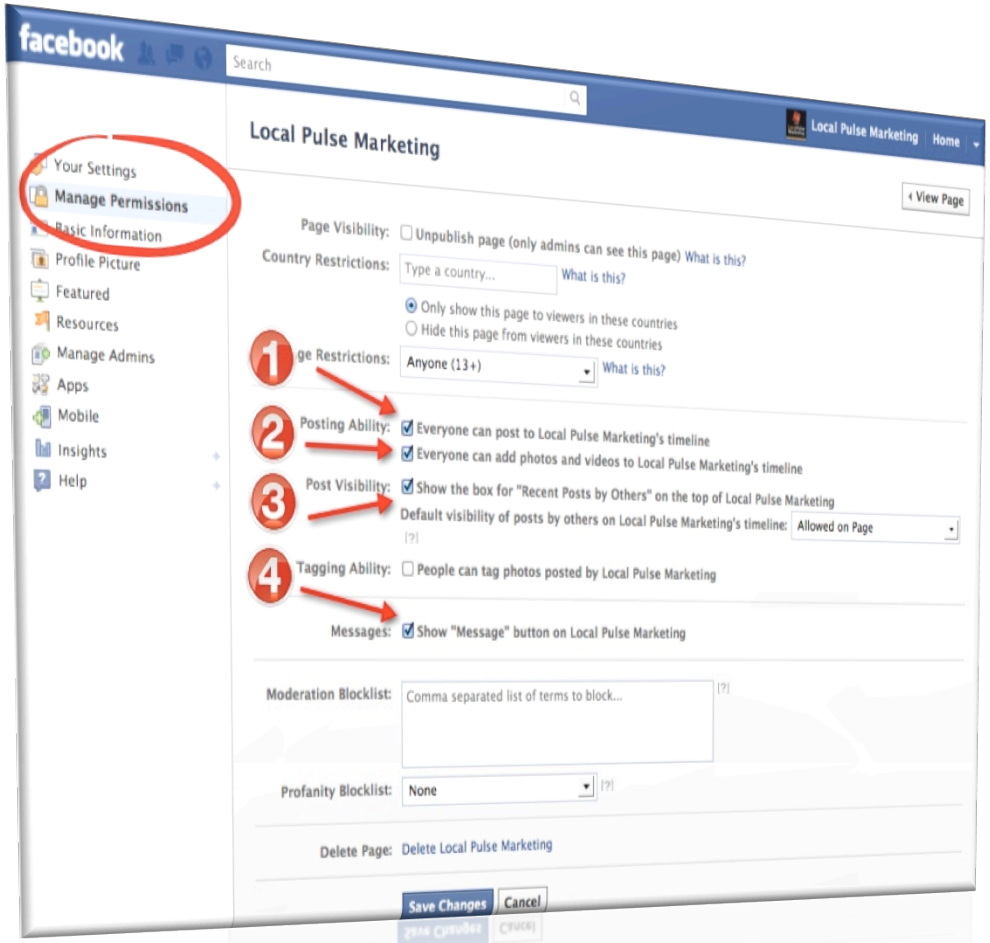
- **Brands are not allowed to initiate contact through message boards**

Customer Support Strategy

How To Manage Your Permissions



Managing Your Facebook Page Permissions



1. Who can post on your Timeline?
2. Where do the posts go?
3. Do you want to screen/ moderate all posts?
4. Will fans be able to message you privately?

Facebook Timeline
Best Practices

- Publish Visual Content! Images in Your Gallery & Videos in Your Status Updates
- **Leverage Custom App Photos**
- Manage Your Permissions
- **Engage With Your FB Community**
- Invite Customers, Past Clients, Newsletter Subscribers to join the conversation on your Facebook Page!

Timeline For Business Guidelines

DO's

- *Invite your friends from your personal profile to like your business page*
- *Invite your contacts from your email account**
- *Engage with your audience*
- *Check in regularly on Facebook account or have account mgr*

DON'TS

- Use your personal page for promoting your business
- Always sell when you post on Facebook
- Forget to check on your account
- Ignore comments (good or bad)

Top 5 Most Commonly Asked Questions

1. How Often Should I Post?
2. What Should I Post About?
3. How Do I Get People Engaged?
4. How Do I Handle ‘Haters’?
5. How Do I Stay Up On Facebook Changes?

Facebook Resources:

Facebook Help Desk:

http://www.facebook.com/help

Local Pulse Marketing:

http://localpulsemarketing.com