

# 5 Things Your Business Should Do Right Now To Profit From Facebook

**Get the most out of  
your Facebook  
marketing**



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## 1 Add a Facebook 'Like Box' to Your Website

An effective way to drive traffic to your Facebook Page is to promote it on your own website. A 'Like Box' makes it extremely easy for your visitors to 'LIKE' your page without ever having to leave your website.

## 2 Add a Hyperlink In Your Facebook 'About' Box

In the left hand column of your Facebook page you will see the 'About' box. In this box, add a hyperlink to your website to encourage more people to visit your site. You only have a limited amount of space so be sure to keep it simple by posting something like this: For more great deals visit us at: <http://www.MyWebSite.com>

## 3 Engage With Your Visitors By Asking Smart Questions

Questions are a great way to engage with your visitors...but there is definitely a right way and wrong way to ask questions on Facebook. People move from page to page very quickly so they will be unlikely to make a comment if the post or question is too long. Make sure you ask questions that allow them to

make short and easy response.

## 4 Use Every Pixel To Create A Strong, Well Branded Timeline Cover Image

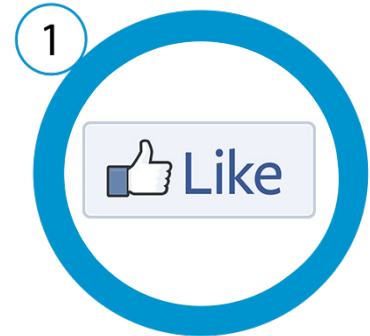
Consider the Timeline picture as a massive Billboard everyone visiting your page will see. Business pages aren't allowed any kind of contact details, sales pitch or calls to action on the cover image BUT you can highlight your product, your logo, your staff or even your customers by using a clever mix of images and design. You can get a designer to do it, but there are many free sites that will help you to do it yourself.

One thing to keep in mind: For many, this will be the first contact with your company, so keep it fun but professional; engaging but fresh. And update it regularly.

## 5 Don't Forget to Secure Your Custom Facebook URL

Once you have created your Facebook page, go to <http://facebook.com/username> and secure a username for your Facebook page.

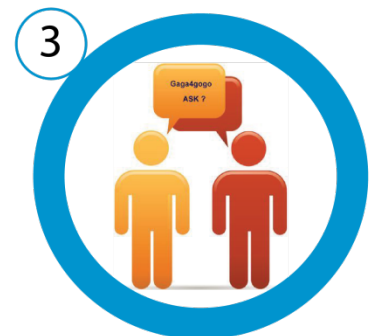
**Top Tip:** Keep it simple so that people will remember it. If you get too clever or creative, you might confuse your audience.



Add a Like box to your website



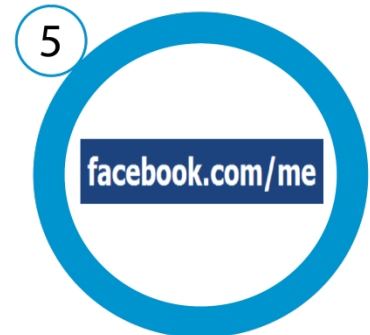
Link to your website



Ask engaging questions



Create a Timeline image that really brands your business



Secure Your Facebook URL



**Kongnect Design**  
connecting your business ideas

### How We Can Help

As so many of your customers now access the internet, especially social media sites like Facebook, via their mobile phones having a Facebook presence is essential for any business.

We are a local web design company who specialise in “One Stop Shop” web service including Web Design, Graphics, Multimedia, SEO and Internet Marketing.

We are incredibly friendly and have a wealth of experience in online marketing so we can help you to gain more loyal fans, convert them into customers, get your website noticed in the search engines, gaining new traffic and brand exposure.

If you don't have the time or confidence to get started online then please give us a call or email us. You will be so glad that you did. We are not pushy but you will love our enthusiasm and will be very excited to learn what we can do for your business.

### About Us

We are based in Cardiff, South Wales (Web Design in Cardiff) and we have diversified our web services to a huge number of clients across the UK. Our clients place repeat orders, born from confidence, friendly customer service and reliability. With many years of experience within the IT industry, you can be rest assured that you will receive cost effective web services and eye-catching design to help your business stand out from the marketplace.

Our underlying philosophy is simple, and that is to work closely with our clients on a one to one basis, making sure that they get the most appropriate web solutions and original designs in order to stimulate awareness, client retention and build sales.

### Contact Details

**Web:** [www.kongnectdesign.co.uk](http://www.kongnectdesign.co.uk)

**Facebook:** [www.facebook.com/kongnectdesign](https://www.facebook.com/kongnectdesign)

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