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# Facebook for Business

with matm



## Facebook is a global social media powerhouse.

It has well over 350 million users. Many of them see it as their primary way to build relationships with friends, co-workers, community groups AND businesses.

Already, more than 700,000 businesses - from tiny local concerns to giant global corporations - have set up their own Facebook Pages, allowing them to engage with their customers and encourage them to become active brand champions.

Facebook has the potential to be a great way to build relationships with your customers and attract new ones.

### Facebook Facts

- The average user visits the site **40 times** a month
- And is connected to **80 corporate pages**, groups and events
- **200 million** people access Facebook via a mobile device each day
- More than **30 billion** pieces of content are shared each day
- Facebook generates a staggering **770 billion** page views per month

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## You have a Facebook Page, so what next?

We have developed a range of powerful design and function options to make your Facebook Page attractive and relevant to **YOUR** customers.

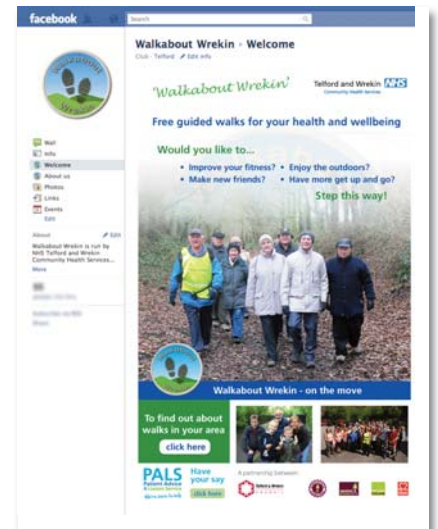
**They are designed to suit all needs and all budgets - and help make Facebook work for your business.**

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## What is a Facebook landing page?

A Facebook landing page is a specially-created page that visitors see when they first call up a business Facebook page. Many companies, charities and voluntary organisations use them to create the right, properly branded first impression.

A landing page can be used to promote current events or campaigns and guide visitors to specific places, on Facebook or elsewhere on the web. Also, different landing pages can also be designed for different kinds of visitors with different needs.

**Ultimately, Facebook landing pages are designed to make your organisation easier to do business with and to make your brand more attractive and more memorable.**

Our brochure explains a range of options matm can offer to develop Facebook landing pages that work best for you.

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## OPTION 1

## Image based landing page



The simplest option. A single image supplied by you or created by our designers – and then added to your Facebook page.

### Initial setup of Facebook page

(if required)	✓
Image based	✓
Link to external pages	1
Dedicated Facebook URL	✓
Hosting for your images (if required)	✓

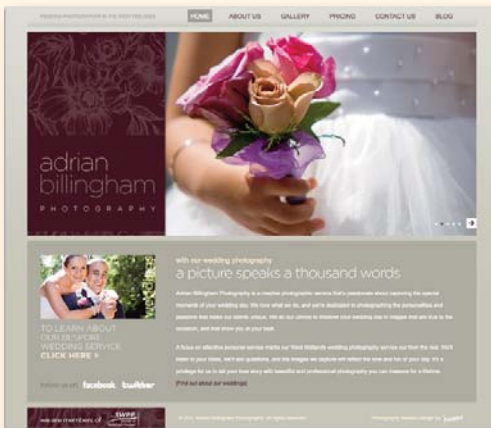
### Benefits

- Easy to add and update
- Great first impression

**£120**

## OPTION 2

## Your website home page on Facebook



Next step up. Our designers take your chosen website page and adapt it to become a Facebook landing page, keeping branding consistent across both platforms.

### Initial setup of Facebook page

(basic content added)	✓
Image based	✓
Link to external pages	up to 10
Dedicated Facebook URL	✓
Hosting for your images (if required)	✓

### Layout replicating existing branding material

✓
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### Benefits

- Consistent company branding
- Easily recognised by viewers
- Provides great links to your website/blog



**£120-240**

## OPTION 3

## Bespoke landing page



A landing page designed specifically for Facebook. It takes your chosen branding but giving it a unique style and feel that maximises interaction with visitors.

Initial setup of Facebook page  
(basic content added) ✓

Image based ✓

Link to external pages

Unlimited

Dedicated Facebook URL ✓

Hosting for your images (if required) ✓

Alternative layout for  
likers/non-likers ✓

Bespoke layout ✓

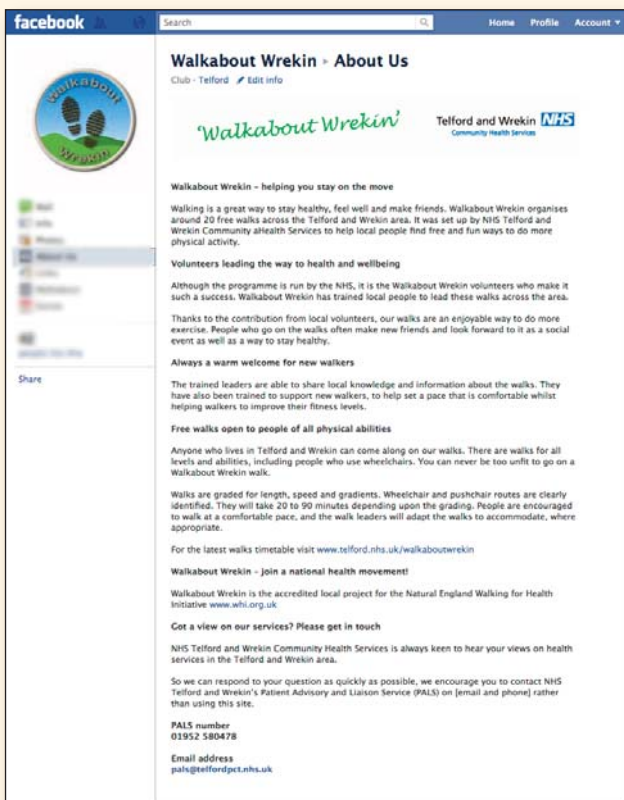
### Benefits

- Unique Facebook presence
- Attract followers who may not be clients

**£180-300**

## OPTION 4

## Fully customisable landing page



A website page or publication designed and created as a Facebook landing page. It gives you fully-editable information and interaction options.

Initial setup of Facebook page  
(basic content added) ✓

Image based ✓

Link to external pages

Unlimited

Dedicated Facebook URL ✓

Hosting for your images (if required) ✓

Dedicated app for your  
Facebook landing page ✓ 

Control panel to edit layout ✓ 

Easily updateable ✓ 

### Benefits

- Fully editable via the Control panel
- Control panel can be used to edit additional pages
- Schedule page updates

**£POA**



## Facebook Page Options

What you get	Option			
	1	2	3	4
Initial setup of your Facebook page (basic content added)	✓	✓	✓	✓
Image based	✓	✓	✓	✓
Link to external pages	1	Up to 10	Unlimited	Unlimited
Dedicated Facebook URL	✓	✓	✓	✓
Hosting for your images (if required)	✓	✓	✓	✓
News / blog feed to your page	✓	✓	✓	✓
Google Analytics integration	✓	✓	✓	✓
Layout replicating existing branding material	✗	✓	✓	✓
Bespoke layout	✗	✗	✓	✓
Dedicated App for your page	✗	✗	✓	✓
Alternative layout for likers/non-likers	Available	Available	✓	✓
Control panel to edit layout	✗	✗	Available	✓
Easily updateable	✗	✗	Available	✓
<b>Our price</b> (excluding VAT)	<b>£120</b>	<b>£120 - 240</b>	<b>£180 - 300</b>	<b>£POA</b>

### Optional Extras

#### Google Analytics

Analytics gives an in-depth look at how users located your page and also how they interact with your page.

**£50**

#### Form integration

The ability to add forms to your landing page (for example: email sign ups, contact forms, feedback forms).

**£POA**



#### Already using Wordpress to power your website?

Use the power of Wordpress to create your Facebook page, and give you the flexibility to edit and update your Facebook page instantly outside of the Facebook environment.

- Advantages**
- All images from one location for both web and Facebook
  - Familiar interface with additional Facebook functionality



## Integrate your website with Facebook

With Facebook becoming a popular way to share information and ideas, among millions of people, now is a great time to make full use of its potential.

Facebook can be integrated within your website or blog, allowing the user to promote your product, services and information via their personal Facebook profile.

**It is a highly effective way for you to harness the real power of word of mouth personal recommendation.**

### Options include:



#### Like Button

The Like button lets users share pages from your site back to their Facebook profile with one click.



#### Activity Feed

The Activity Feed plugin shows users what their friends are doing on your site through Likes and Comments.



#### Send Button

The Send Button allows your users to easily send your content to their friends.



#### Facepile

The Facepile plugin displays the Facebook profile pictures of users who have liked your page or have signed up for your site.



#### Comments

The Comments plugin lets users comment on any piece of content on your site.

**And Many More!**



### Contact us

For more information about a Facebook landing page and to discuss your specific needs

Contact **Neil Dicken** Email: [nd@matm.co.uk](mailto:nd@matm.co.uk)

Telephone: **01952 883526** Facebook: **team.matm** Twitter: **team\_matm**