



1LocalBusiness.com

Sniffing Out Local Customers for Neighborhood Small Businesses



How to Build Hundreds of Facebook Fans from Your Existing Customers in 5 Minutes or Less!

By the end of this process you will be able to:

- Build your Facebook contact list
- Upload that list to your Facebook Business Page
- Send your invitation to your entire list, prompting your existing customers to connect with your business on Facebook

Time Required: 90 seconds to 30 minutes, just depends on your information, and how it's currently stored.

Technical Skills Required: Very Minimal. If you can brush your teeth, you can do it – or at the very least it doesn't take much time to delegate the task.

Are You On the List?

First, you need a list. Figure out where your list will come from – do you want to send Facebook invites to your primary email address book, or all of your professional contacts? Or both? Sure, that would be a good start. Just remember this...

Some businesses want to notify every one of their social media presence – and everything else, and have the culture to back it up. On the other hand, some businesses are more discretionary with the customer correspondence. The bottom line is, go with what you know, and what fits your business culture. Most importantly do something. Nobody is going to be that offended your business reached out to them on Facebook – especially if they are already connected to you in some way.

So, where will you get this magic list and how will you build it?

You already have it. It's a list of existing customer email addresses. You can also upload all personal address book contacts, professional contacts – or both. It's your choice.

For the purposes of promoting your business social media presence, and increasing digital word of mouth, we'll concentrate on your existing customer list first. The option to include all personal contacts is your choice. We'll show you how to do that at the end of this process.

Now, think about a list of existing customers. Where will they come from? You probably already have a list of either newsletter recipients, mailing lists, or a simple 'export' of your CRM or POS software should produce a couple thousand emails in a minute or two – if you've been actively collecting and updating those emails over the past few years. If not, no big deal. Just get started doing so now, and use that list as your fan foundation.

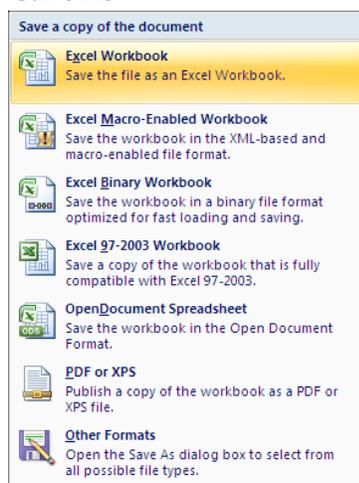
We want to compile a list of email addresses, and store them in one place – probably the most universal place for most small businesses, being an Excel file. This is the perfect task to delegate to one of your employees, and it should take a grand total of 5 minutes.

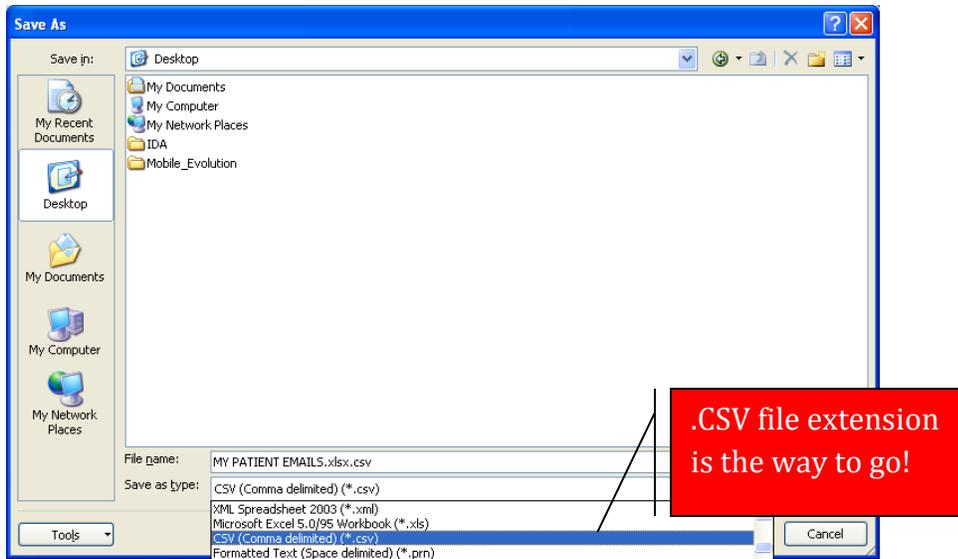
How to Build Your List?

1. THINK about where your email list will come from?
 - a. POS software
 - b. Email newsletter mailing lists
 - c. Email address books (business)
2. Collect email addresses in one place (Excel file – or your mode of choice)
3. **Save the emails in an Exel file – or your mode of choice. For Excel users, YOU NEED TO SAVE THE FILE IN A SPECIFIC FORMAT - .csv is the probably the most universal method.**

Easy to do, look:

'Save As'





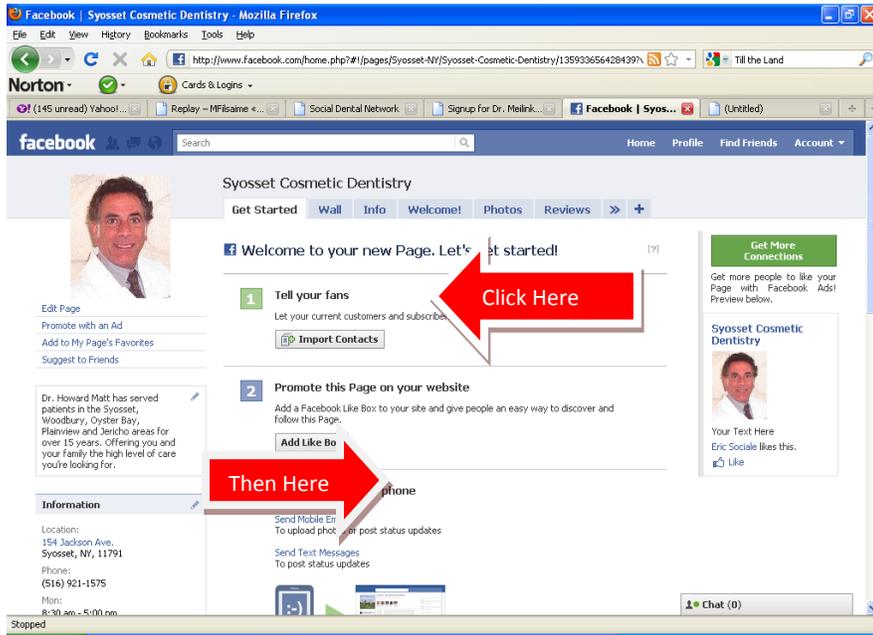
Now, just save the excel file to your computer.

Your list is now built. And saved someplace you can easily access. Maintain it, pay attention to it, nurture it, update it. This should all be commonplace in your business by now. This should be part of the daily or weekly customer communications process that requires very little administrative time. Asking for and updating an email address is like making sure you have someone's correct phone number – in fact, while we're at it, prepare now for the mobile access of your online business information: COLLECT, MAINTAIN, UPDATE all customer MOBILE phone numbers. Again, if we're talking social media here, you probably already do this. But just in case...wink wink.

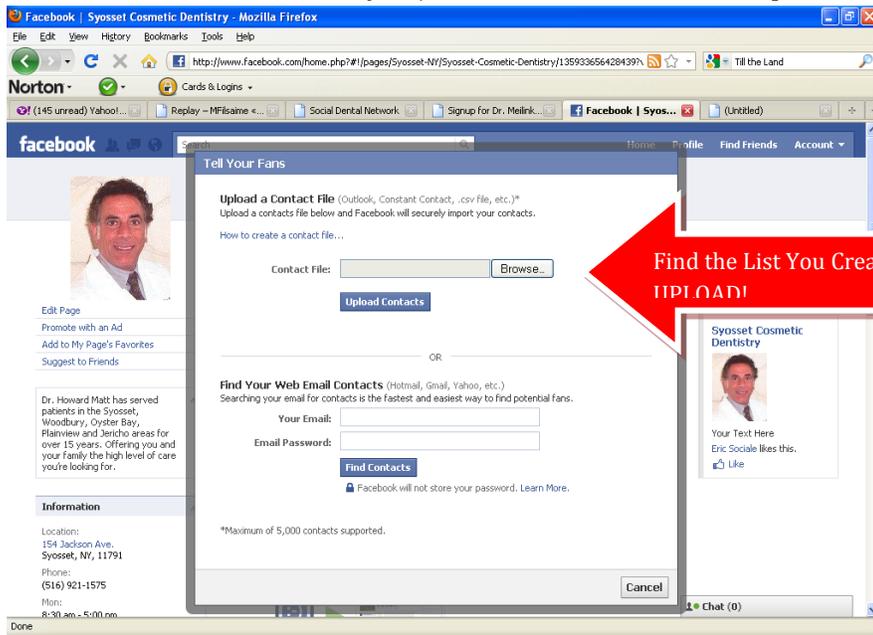
How to Upload Your List to Your Facebook Business Page?

1. Login to your Facebook page.

2. Click the 'Getting Started' tab. Then the 'Import Contacts' tab.



3. Click 'Browse' to find the list you just created and saved someplace easily accessible.



4. You will have the ability to preview the list and the mailing invitation prompting people to connect with your business on Facebook. That's it; now put your list to work for you!
5. Send the invites!

This process will jump start your Fan recruitment strategy and immediately result in positive conversions. How many existing customers will become Fans of your Facebook page?

That depends on the existing relationship, which we will also partner with you to cultivate and evolve. To start, we have our contact list uploaded to our mailing list, and we've invited all existing contacts to come and connect with your business on one of the most popular websites in the world.

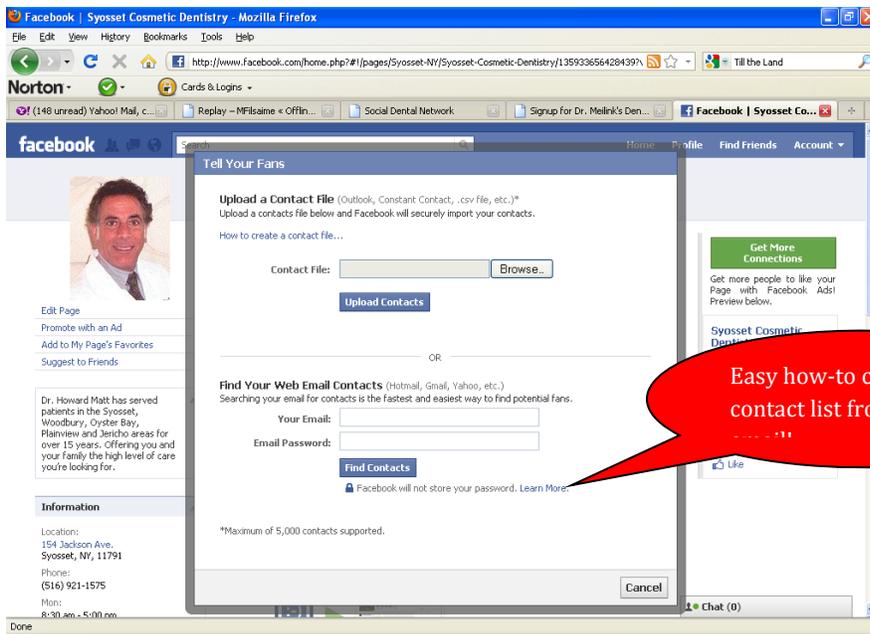
Good job!

To Add Personal Email Contacts or Generate Contact Lists from Your Email Application:

For those of you that wish to include personal email contacts, Facebook does a pretty good job of making that easy. But here are the directions:

If you'd like to upload contacts from email address books, simply login to your Facebook page:

1. Click the 'Getting Started' tab
2. Click 'Import Contacts'
3. Enter your email info and follow the directions
4. You can even create a separate file to save your email contacts, simply by following the directions Facebook provides for you here:



***Keep in mind, in order to upload PERSONAL email contacts, Facebook will ask for YOUR email address, and YOUR PASSWORD. For those of you that would rather not give out that info, simply CONTROL the list INFORMATION you GIVE to Facebook.**

In future installments we'll concentrate on repeated recruitment strategies, and tilling the social landscape to cultivate an engaging, informative, and fun social media environment.

Got Questions? Just call us at (760) 230-0504 or email at service@1localbusiness.com