

FACEBOOK PROMOTION

INTRO TO FACEBOOK

Using Facebook (FB), NYDESIGN has grown a magazine's readership from 5,000 weekly views, to over 30,000 views. Although growth percentages vary, such sustained growth can apply to any business or organization. FB has one billion users, this is due to 2 notable reasons:

- 1) socializing is a primary area of human satisfaction and time investment, and
- 2) FB facilitates the engagement in social behavior to an unparalleled degree. To grow a business or an organization in today's digital and social-driven landscape, a business must intelligently and strategically compete with their competition already harnessing the millions of readily-accessible prospects. NYDESIGN offers FB promotion as one of our many services.

FB "PAGES"

The primary component of FB marketing is a branded destination page, much like a micro website, where you engage FB users, regularly providing new content to retain and grow interest. Websites are not a click away from one billion users, as is a FB page. A website alone will not gain from FB's unparalleled traffic. NYDESIGN excels at professional design and copy writing that succinctly communicates your unique benefits on your FB page. And benefits are not only tangible, like products and services. Benefits also include providing feelings of satisfaction, helping others, and a range of personal needs we all must satisfy. Therefore, donations that satisfy people's charitable and goodwill feelings, can also be greatly increased with an intelligent FB strategy.

FRIENDING

Once your page is professionally designed and scripted, we provide an HTML page to send to your email lists, and also proactively harness NYDESIGN's 1000s of FB contacts to promote you. "Friending" refers to the invitation of FB users to accept you as a FB contact. Once friended, friends see each others postings, appearing on their home pages. The more friends a user has, the more friends' news and FB posts will appear on his/her home page. But this also means that FB posts appear on 100s or 1000s friends' FB news feeds as well. An exponential means of promotion.

AFFILIATE FB GROUPS

Once part of a FB group, all group members' posts reach all other members. As NYDESIGN is a member of dozens of groups, many with 1000s of members each, we are well-connected and can virally promote you. Our advanced FB status will take others months to attain.

LIKING

When your FB friends click the "Like" button on your page, this activity is displayed on their own personal pages, and can be seen by their 100s or 1000s of friends. Your publicity grows again, since you have a professionally designed FB page that FB users wish to share with others. And facebook users tend to respect what their friends "Liked".

POSTING / COMMENTING

Part of our strategy includes regular posts to friends' pages, group pages, and on your FB page. This keeps your news on the top of all pages and drives income.

BANNERS AND IMAGE CREATION

NYDESIGN boasts a skill set that includes professional visual design and copy. Our designs and presentations position clients as industry leaders, which generates trust. And trust sells. We create bold visuals and emotionally-charged communications on your FB page to arouse interest, so you are shared across numerous audiences. We'll also create a landing page that links to your purchase or donations page. In this manner, FB users can click a link on your FB page that takes them to your specific page we have created for you, offering the engagement you seek.

FACEBOOK ADS

FB also offers paid advertising. But we suggest this months after a base of friends has been developed, and all free avenues have been tapped.