



Reviewed by:
 _____ Doctor
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The New Way of Marketing

“Facebook me!” As little as five years ago, many of us would have had no idea what that meant. Socially, this has become more common than telling someone to email you. Facebook has become THE internet social networking site and businesses have quickly begun utilizing this tool to market their businesses. If you haven’t created a Facebook fan page for your business, consider the following statistics:

- 1) 1 in every 13 people on Earth is on Facebook.
- 2) 35+ demographic represents more than 30% of the entire user base.
- 3) 71.2% of all USA internet users are on Facebook.
- 4) In 20 minutes 1,000,000 links are shared on Facebook.
- 5) 48% of 18 to 34 year olds check Facebook right when they wake up.
- 6) 50% of active users log on to Facebook in any given day.
- 7) The average Facebook user is logged on 55 minutes each day.
- 8) Average user is connected to 80 community pages, groups and events.
- 9) People that use Facebook on their mobile devices are twice as active on Facebook than non-mobile users.
- 10) There is over 16,000,000 Facebook fan pages.

That is a lot of opportunity to get your business recognized by existing and potential customers– for free! If you are not on Facebook yet, you can bet many of your competitors already are. Setting up a Facebook business page is easy and step by step directions can be found at www.facebook.com/help.

So once you have yourself set up, what next? Unlike web pages that can go without updates for up to a month, an overlooked Facebook page is sure to be forgotten quickly by your “fans” and possibly even unliked. Here are some great ways to create some excitement around your Facebook page:

► **Run a Customer of the Week**– People love to be recognized. Every week choose a random patient to feature on your Facebook page with a picture of their new eyewear and a couple quick remarks on why they made their purchase with you. Invite them to share with their Facebook friends!

► **Use the Facebook Videos**– Once a month or once a quarter, post a short (emphasis on short, no more than a minute and a half) video on your page. It could feature a new frame line, lens design or employee spotlight. If your video is shared, a special Like button appears in the corner of the video allowing people to easily “Like” your page if they don’t already.

► **Host a free Event** and use the Facebook Events feature– Nothing is more viral than a free event! Use this feature for frame shows, sales events or an open house to thank your patients.

► **Post on a regular schedule**– Knowing when to expect your posts keeps fans better engaged. According to a study by Vitruve, a social media management company, the biggest spikes in Facebook use are at 3:00 p.m. ET on weekdays, but morning posts get the most recognition. Sundays are the least active days. For example, you can have a quote for the day, fan of the week and article for the month to keep your page active and fresh. To be visible, post at least once a day.

► **Hold a contest**- Facebook contests are hot! You will need to be aware of the rush of new fans you could see. Be clear on what the prize is, how many are available and contest rules to avoid possible negative posts from disappointed fans! There are also many 3rd party contest applications that can be utilized for contests.

► **Don’t be all business all the time**– A majority of people are on Facebook to relax and enjoy themselves. Make sure to engage them beyond just being a customer. Ask purely social questions like “Any guesses on the first snowfall this year?” or “Do you have an elementary school picture you’d rather didn’t exist?” If they enjoy being at your page, they will return!

The way people work and play is rapidly changing and technology like Facebook and Twitter play a large role. If you haven’t jumped in to this new marketing medium, you can’t afford to wait any longer! And yes, you can find Midwest Labs on Facebook- “Like” us today!

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