

# HOW TO BUILD AND CUSTOMIZE YOUR FACEBOOK FAN PAGE (ON THE CHEAP)



## How to Build and Customize Your Facebook Fan Page

In this tutorial I'm going to show you how to build and customize your own Facebook Fan Pages – FOR FREE! This will save you hundreds of dollars with a developer.

The tutorial is free. All I ask is that if you like what you read then please connect with me on Facebook at [www.facebook.com/smmcamp](http://www.facebook.com/smmcamp) - and write something nice on the page 😊

One of the best features of Facebook is that it opened up its technology to allow third party developers to develop applications (apps) that work with Facebook.

Personally I'm not into gaming, sending virtual hugs or counting sheep so most Facebook apps have very little use to me. However, I am into building my business so I'm very interested in business tools and utilities.

I want to cover a number of business applications that you add to your Fan Page that will help you build your business.

A quick note – you can't add applications to Groups. This is one huge advantage that Fan Pages have over Groups.

Going back to our social media marketing strategy you'll remember that one of our great challenges is to get the contact details of our online friends. It will come as little surprise that my favorite apps focus on getting contact details.

### Static FBML

One of the great weaknesses of Facebook is that you're forced to use their template profile page. The profile page doesn't allow you to add html and has no function that allows you to capture a visitors contact details.

The solution to this is an app called [Static FBML](#).

[Static FBML](#) allows you to add html to your Facebook profile. It's far from perfect and requires that you know how to add html but it's an extremely useful tool. Plus there's a relatively simple work around for those of you who don't know html.

The work around for adding html is to either use a free html editor like [Sea Monkey](#) or simply use your WordPress blog. Sea Monkey can be downloaded at <http://www.seamonkey-project.org/>.

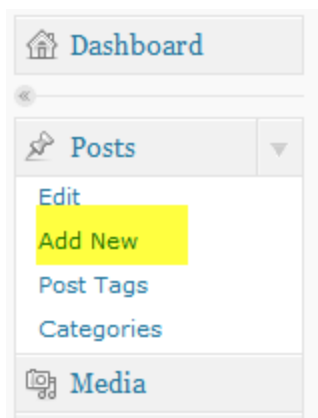
Personally I just use one of my WordPress blogs.

All you need to do is log in to your WordPress blog, start a new post and write out what you want to publish. WordPress has a WYSIWYG editor that allows you to add information just like a Word document and it then automatically converts it to html. Then simply click on the html view and copy and paste the html directly into the FBML application.

Basically you build your page in WordPress and then copy and paste the html into Facebook.

Let me show you how to use WordPress as a makeshift html editor.

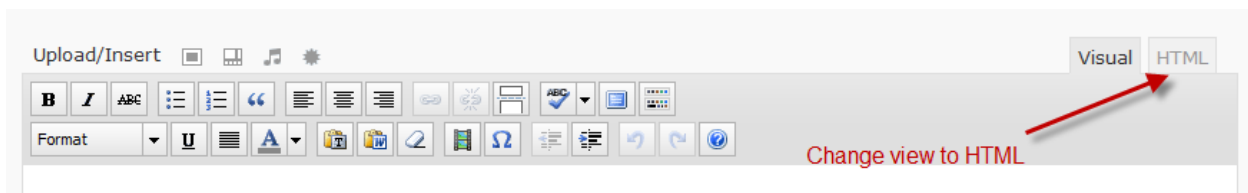
Log in to one of your WordPress blogs and click **Posts** and then click on the **Add New** tab.



Add your content to your post in exactly the same way that you would add content to your blog. Use the add an image feature and align and format the content.

The next step is the trick to getting the html you need for your Fan Page.

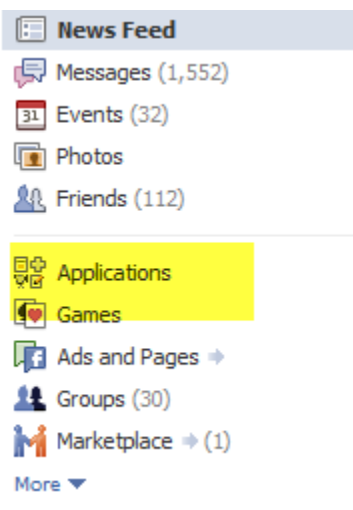
On the right hand side of the post you can change the way you view the post from **Visual** to **HTML**.



Then just copy and paste the code into your Facebook Fan Page.

## Adding the Static FBML Application

To find and download a new application you can go to your **home page** and click on the **Applications** link or go to [www.facebook.com/applications](http://www.facebook.com/applications).



This will take you to the applications home page. At the top of the page is a Search Applications box.

Search for “**Static HTML**”.

## All Applications

static.html

Featured By Facebook Page 1 of 20


All Applications

- Business
- Education
- Entertainment
- Friends & Family
- Games
- Just For Fun
- Lifestyle
- Sports
- Utilities


On Facebook

External Websites

**MonkWerks**  
MonkWerks is an enlightened game of wordplay that challenges you to find as many words as possible before time runs out.



**Bejeweled Blitz**  
Play this special version of the classic gem-swapping puzzler created just for Facebook. Try out the new multiplier gems and speed bonuses. Compete against friends for bragging rights. Cooperate with friends for the chance to win prizes!



Applications You May Like Page 1 of 20

**Top Friends**  
TOP FRIENDS™ slide  
★★★★☆ Friends & Family

**Mobile**  
facebook  
★★★★☆ Entertainment

**Movies**  
Flixster  
★★★★☆ Entertainment

**RockYou Live**  
rockyou  
★★★★☆ Entertainment

**Hug Me**  
rockyou!  
★★★★☆ Games

This will take you to the Static FBML application. Click on the icon.

You can also find the Static FBML application at this address -

<http://www.facebook.com/apps/directory.php#!/apps/application.php?id=4949752878&ref=appd>

facebook Home Profile Friends Inbox 1176 Ross Hair Settings Logout


Applications matching "static.html"

static.html

Search Results

All Applications

- Business
- Education
- Entertainment
- Friends & Family

 **Static FBML** by Facebook ★★★★★  
Add advanced functionality to your Page using the Facebook Static FBML application. This application will add a box to your Page in which you can render HTML or FBML (Facebook Markup Language) for enhanced Page customization.  
8,604,344 monthly active users - 3 friends

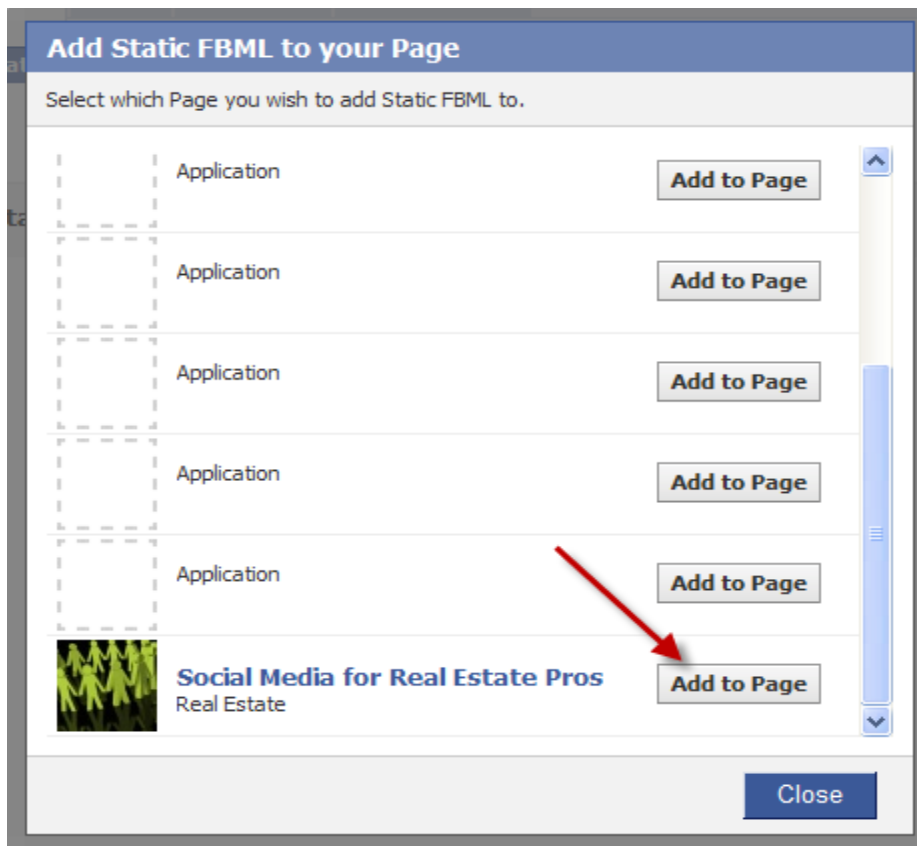
The next step is to add Static FBML to your Page by clicking on the **Add to my Page** link.



You can add Static FBML to all your pages as you'll see a list of all the pages connected to your account.

You should add the application to all your pages even if you're not sure you'll use the application with an every page. I've already added Static FBML to all but one of my pages so you won't see my full list.

All you need to do is click on the Add to Page button and Static FBML will be added to your page.



That's all you need to do to add the application to your Fan Page.

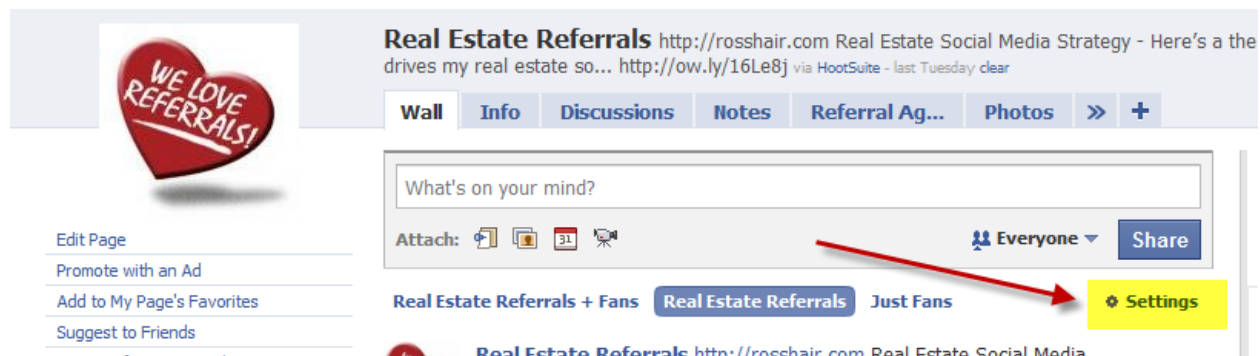
## Create a Specific Landing Page for Your Fan Page

One of the cool features about Fan Pages is that you can set up a specific landing page for people not logged into Facebook to view your page. In particular you can create a page for the public to see when they first visit your Fan Page. Usually your Fan Page is defaulted to the Wall so this is a nice tool to improve conversion of visitors into contacts.

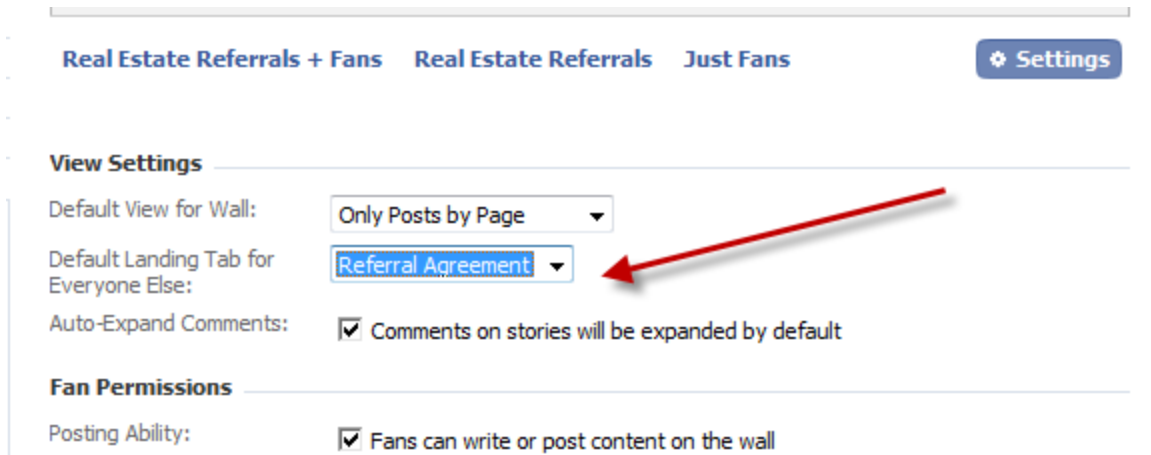
This is important because you can customize the page and encourage people to become a fan of your Fan Page.

I'm going to use my Real Estate Referrals Fan Page as an example. You can view the page at [www.facebook.com/realestatereferrals](http://www.facebook.com/realestatereferrals).

Your default landing page is set to your Wall. To change the default landing page you need to click on **Settings**.



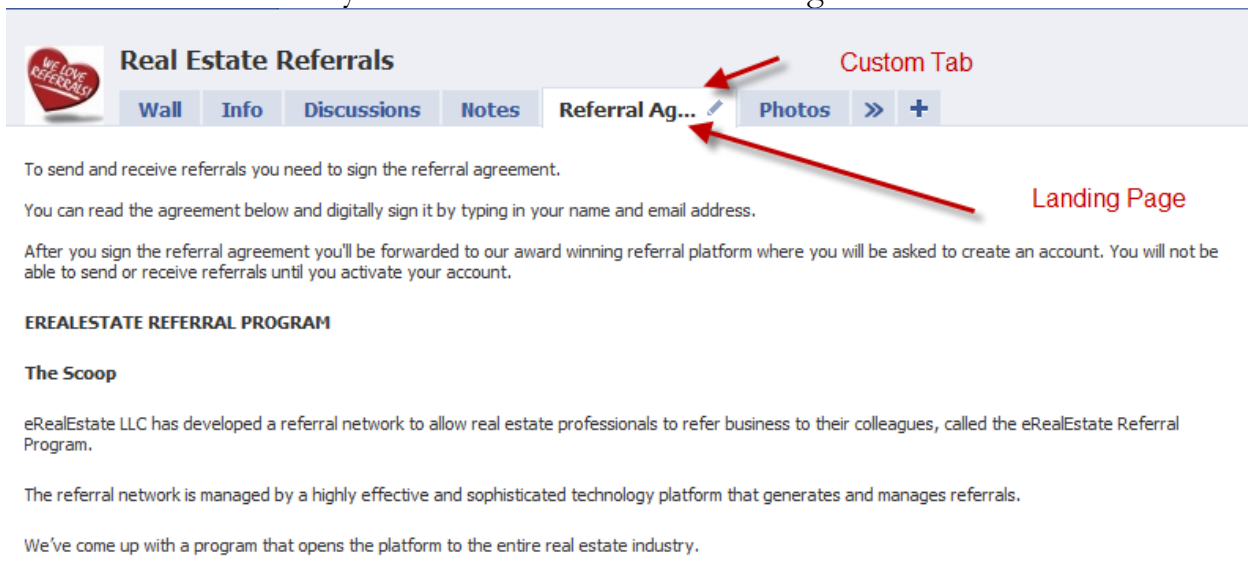
The next step is to change the **Default Landing Tab for Everyone Else** to the preferred tab.



My target audience is Realtors so I want new people to first see the referral agreement and hopefully simply fill in their contact details and electronically sign and join the referral program.

## Create a Custom Tab

To create a custom tab you need to click on the Edit Page tab



You will notice that I changed the default landing page to the Referral Agreement. I uploaded the referral agreement to the [www.facebook.com/realestater referrals](http://www.facebook.com/realestater referrals) page and included an electronic signature box at the bottom of the referral agreement. The electronic signature box is a web form from my email management software and automatically adds all new referral members to my email list.

BY ADDING YOUR NAME AND EMAIL ADDRESS TO THE FORM BELOW YOU AGREE TO BE BOUND BY THIS REFERRAL AGREEMENT.

Name:

Email:

Company:

Email Capture Form



[We respect your email privacy](#)

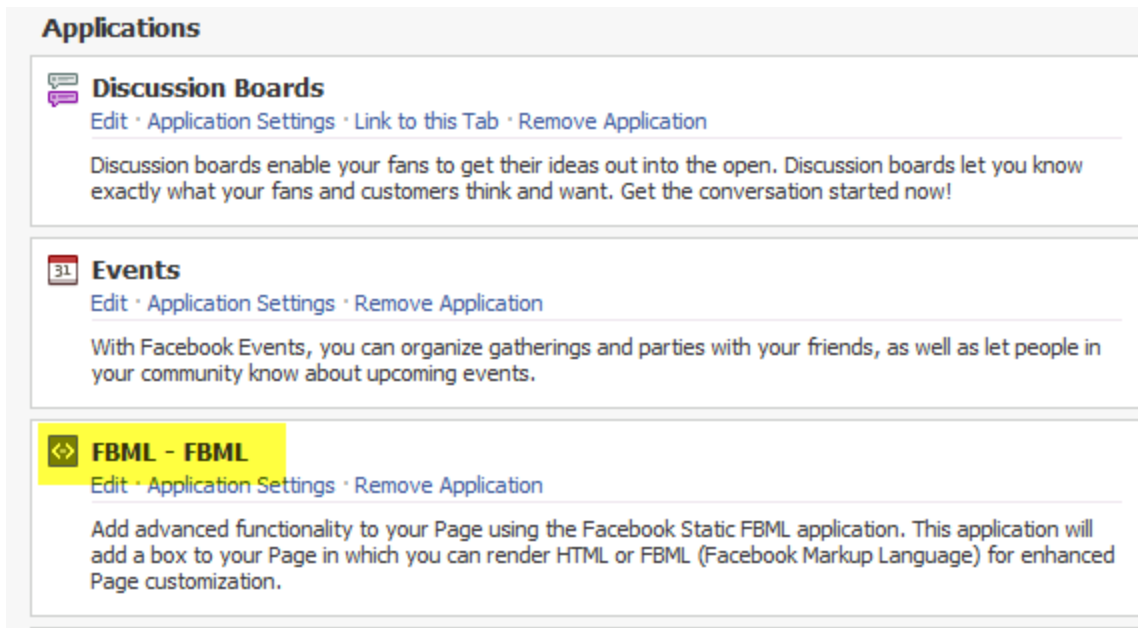
Here's how I created the page and added the content, including the email capture form.

The first step is to create a custom tab and add it to the list of tabs in the Fan Page navigation toolbar.

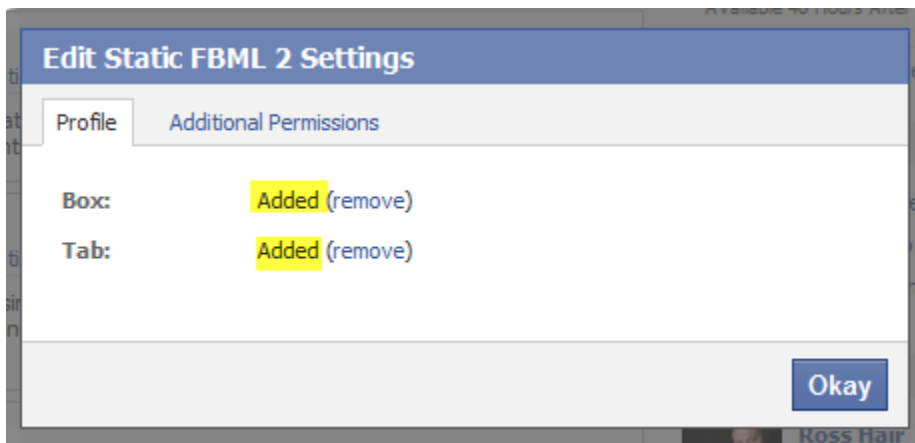
Open the Fan Page wall and click on **Edit Page**.



Now scroll down your page until you see the FBML application.



Click on the application settings and add the tabs and boxes.



This creates the Static FBML tab that by default has a header called FBML.

The next step is to change the name of the tab header.

Go back to the FBML application and click on the **Edit** tab.

**Applications**

**Discussion Boards**  
 Edit · Application Settings · Link to this Tab · Remove Application

Discussion boards enable your fans to get their ideas out into the open. Discussion boards let you know exactly what your fans and customers think and want. Get the conversation started now!

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**Events**  
 Edit · Application Settings · Remove Application

With Facebook Events, you can organize gatherings and parties with your friends, as well as let people in your community know about upcoming events.

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**FBML - FBML**  
 Edit · Application Settings · Remove Application

Add advanced functionality to your Page using the Facebook Static FBML application. This application will add a box to your Page in which you can render HTML or FBML (Facebook Markup Language) for enhanced Page customization.

Delete the word FBML from the header box and add the new header name. You can use a header like Welcome or Listings.

✕ Edit FBML

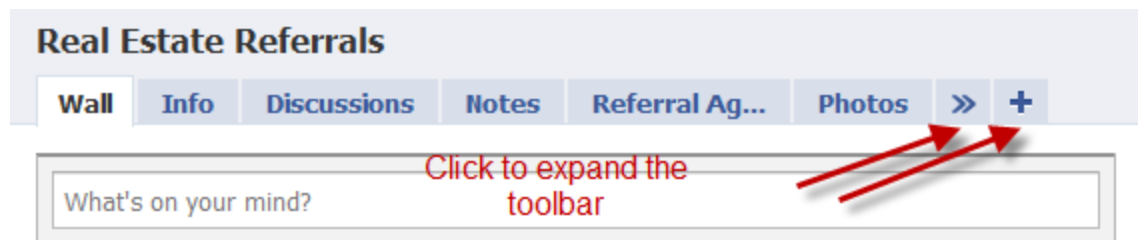
Change to anything you want

Box Title:

FBML:

Finally go back to your Fan Page home page and take a look at the tab toolbar at the top of the page. There's limited space for tabs so you may need to move your tabs around and make your new custom page feature more prominently on the toolbar.

You can do this by clicking on the plus sign or dragging the FBML tab into the toolbar.



In the image above you can see that I've called my FBML page Referral Agreement and I've featured it as one of the six visible tabs on the toolbar.

## Adding Custom Content to Your Fan Page

Now is the time that you will actually build your custom Fan Page. The page is built using FBML which is Facebook's version of HTML. The problem is that you need to know how to write HTML code to really build a professional looking site. However, earlier I did show you how to use WordPress as a simple work-around to create HTML on the fly without having any coding skills.

There's two ways to do it:

1. Hire a web developer. A US based developer will charge as much as \$500 to custom your Fan Page. You can find much cheaper options offshore by using a service like [www.odesk.com](http://www.odesk.com) and [www.elance.com](http://www.elance.com).
2. Do it yourself. I'm 100% sure that anyone can build their own Fan Page with just a few coaching tips.

## Tips to Building Your Own Fan Page with no HTML Skills

Here're a number of tips that you can use:

- **Mimic and copy your competitors**

Search for other real estate sites to see how they have set up their Fan Pages. If you like what you see then simply copy their format. When I say copy I mean model your page on their page – don't literally copy it.

Take a look below at a squeeze page that you can copy from an investor or Realtor looking for investors to buy rehab properties. This is a squeeze page that I can simply copy and paste into my Fan Page. I would use a page like this as a landing page for a real estate investment fan page.

## Looking For Your Next Big Rehab Project? Get Insider Access To Red Hot Rehabs Before ANYONE Else...



Get the best deals on Rehabs in your area even before real estate agents know that they're for sale! Through our massive network, we have access to tons of motivated sellers who want to sell their properties quickly, and at rock bottom prices.



### Get Access Now!

**Find Your Next Rehab Project Now!**

Complete the simple form below to be on our "Hot List" to receive rehab properties for sale in your area first. You'll also immediately receive your Free copy of the brand new report "3 Ways To 'Friend' The Top Agents, Attorneys, And CPA's In Town So You Can Get All The Good Deals Before Your Competition".

Zip Code:

Email:

Type:

**FIND YOUR REHAB PROJECT NOW!**

- **“Borrow” Generic Graphics**

If you see a generic graphic that you like simply right click on the image and add it to your image file. The internet is built on borrowed generic graphics that are royalty free and available to be used by anyone.

Note that I'm referring to generic graphics that are now in the public domain. Please don't go out and copy graphics that are clearly copyrighted or custom built. That's simply not cool.

This technique works very well if you belong to a large real estate company with a strong online presence. Go to the main corporate site and download the company logo and other graphics.

In the example above if you're a Re/Max agent you could simply copy the Re/Max toolbar and added it to your site. The only drawback is that the individual links don't work but you can hyper link the entire banner back to your blog or website.

You can do exactly the same thing with a search box or a great image of a house. Here's the Re/Max property search box. You can't fill in the fields but you can link the entire image back to your IDX site.



Now when you add the two graphics together you end up with a custom Search Listings tab on your Fan Page that looks like this:



Your new “custom” page looks really nice, clean and professional.

It’s also really easy to add a few text links in a top or bottom tool bar, like **Contact Us** or **About Re/Max North East** and hyper link them back to your website.

Another tip is that when you add a title to the image you should write the title as an instruction to click on the image. Using the Re/Max example below you would add a title that says **Click now to Search for Listings**. When your visitor hovers over the image the heading will pop up.

You can’t see the instructions on this screenshot but all you need to do is add the instructions to the title and description of the image.

- **Take image snapshots of your other websites using Snagit or Jing (free).**

This is a very powerful technique as it allows you to quickly, easily and very professionally set up your Fan Page. You can create an image of your blog or website and simply copy and paste it to your Fan Page.

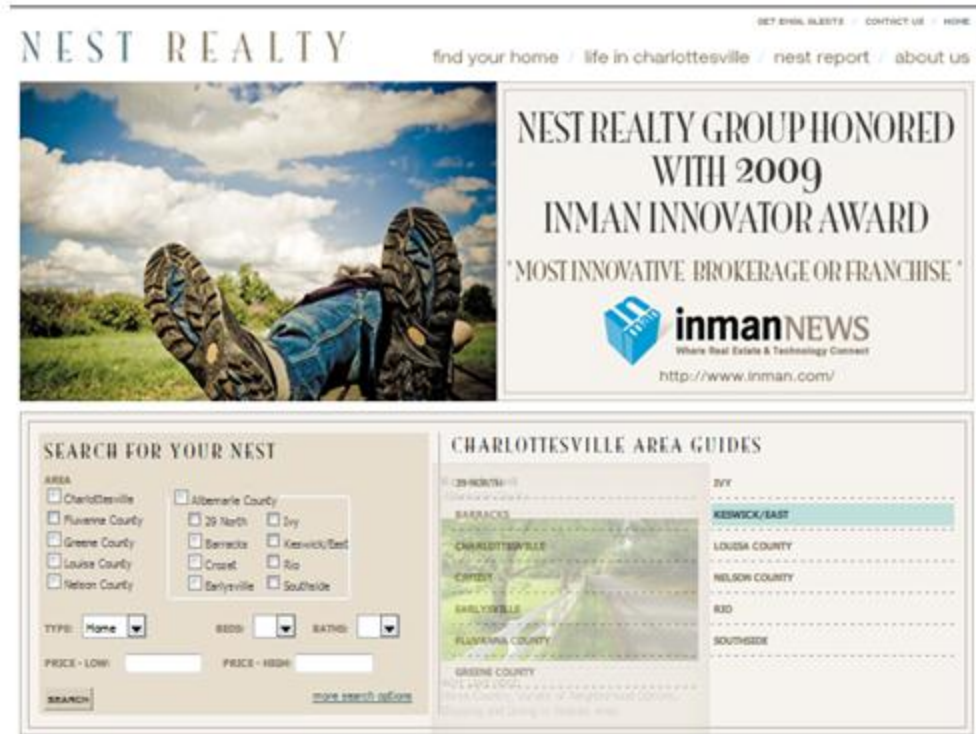
Your page will be a single image but you can link your image back to the original website that you copied.

This technique is not as good as the original content but it looks very professional and doesn't cost a cent.

Let me show you an example. This is a screen shot of the Nest Realty Group homepage. You can see the original home page at [www.nestrealtygroup.com](http://www.nestrealtygroup.com).

The screenshot shows the Nest Realty Group homepage. At the top left is the 'NEST REALTY' logo. To the right are navigation links: 'GET EMAIL ALERTS / CONTACT US / HOME' and 'find your home / life in charlottesville / nest report / about us'. The main content area is divided into two sections. The left section features a large image of a pair of blue jeans and black boots with treaded soles, set against a background of a green field and a blue sky with white clouds. The right section is a white box with the text: 'NEST REALTY GROUP HONORED WITH 2009 INMAN INNOVATOR AWARD' and 'MOST INNOVATIVE BROKERAGE OR FRANCHISE'. Below this is the 'inmanNEWS' logo with the tagline 'Where Real Estate & Technology Connect' and the URL 'http://www.inman.com/'. Below the banner is a search form titled 'SEARCH FOR YOUR NEST' with various filters for area, type, beds, and baths. To the right of the search form is a 'CHARLOTTESVILLE AREA GUIDES' section with a map and a list of neighborhoods including BARRACKS, CHARLOTTESVILLE, CROZET, EARLYSVILLE, FLUVANNA COUNTY, GREENE COUNTY, IVY, KESWICK/EAST, LOUISA COUNTY, NELSON COUNTY, RIO, and SOUTHSIDE.

I took a screenshot of their page, added a little contact toolbar at the bottom, created a tab called **Welcome** and inserted it into the FBML application. Here's what the Fan Page looks like:



[Contact Us](#) / [Meet the Team](#) / [Get Listings Emailed Daily](#)

Note – I’m not connected with Nest Realty in any way. This is just an example of how you can use your own website’s graphics to create a Fan Page.

- **Construct Your Page on a Word Document**

One of the most frustrating parts of building your own fan Page is that you need a little technical skill to align images and display them properly on the page. This is the biggest problem I have when using the code from WordPress and inserting it into Facebook. Images and content just don’t seem to line up the way I want them to line up.

The solution to this is to build the page in a Word document and then take a snapshot of the page using Snagit or Jing.

Here's an example - I wanted to create a page that included images of three eBooks but I couldn't get the images to align in a row. I simply created the page in Word and took a snapshot of the image using Snagit:



You can see that the three eBooks are all aligned. The only problem is that this is a single image so I can't create a link back to each individual eBook.

- **Copy Source Code**

You can copy the source code and html from most websites by right clicking on the site and clicking on the **View Source** tab.

It requires a little technical knowledge but is a great way to copy things like toolbars and simple style sheets. As long as the code isn't dynamically rendered you can usually pick out pieces of a page that you like and copy and paste them to your page.

Once again please don't simply copy another person's custom or trademarked material.

## Portfolio of Custom Fan Pages

Here's a portfolio of custom Real Estate Fan Pages from [Mike Mueller](#). Mike spoke at [SMM Camp 2 – Facebook Edition](#) and has built hundreds of custom Fan Pages.

**Agent Page – <http://www.facebook.com/pages/Saint-Charles-IL/Lealie-Ebersole-Batavia-Elburn-Geneva-and-St-Charles-Real-Estate/266329762617>**



Mike has created a Welcome Page and embedded links to the main features of the Realtor's website – namely Property Search, Daily Email Alerts and Need a Market Analysis.

Team Page - <http://www.facebook.com/SarasotaDream>



Neighborhood Page - <http://www.facebook.com/pages/Living-Well-in-San-Mateo/313252351942>

**Living Well in San Mateo**

RAYCHEL REAL ESTATE  
SAN MATEO COUNTY REAL ESTATE

Wall Info **Neighborhoods** Welcome! Photos Video +

650.655.2500

Website Buyers Sellers Area Info Class Schedule Market Updates

### San Mateo Neighborhood Guide

A guide to San Mateo neighborhoods. Find out which neighborhood is a good fit for you and search homes for sale.

	<p><b>19th Ave Park</b> - \$450k - \$650k - San Mateo's most affordable neighborhood with Eichler construction. Most are 1,500 sq ft, 3-4 bedroom, 2 bath homes on 5,000 sq ft lots. 19th Ave Park homes can be a great value, particularly for those seeking access to San Mateo's Sunnybrae School. Read More About 19th Ave Park.</p>
	<p><b>Aragon</b> - \$950k - \$1,400k - A carefully planned neighborhood with tree lined streets and old fashioned street lights provide an architectural homogeneity and ambiance generally unduplicated in San Mateo County. Homes reminiscent of the 1920s and 1930s romanticism are spacious for the time built often over 2,000 sq ft. on 5,000 - 7,000 sq ft lots. Most have 3-4 bedrooms and 2-3 bathrooms. Read More About Aragon.</p>

Realtor Free Giveaway - <http://www.facebook.com/GuyBerryExpert>

**Guy Berry: Real Estate Agent, Trainer, Expert Witness**

Wall Info **Products** Welcome! Photos Events +

 **GUY BERRY** THE REAL ESTATE INDUSTRY'S SECRET WEAPON

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OVER 6 HOURS OF LINE-BY-LINE ANALYSIS OF THE CAR'S PURCHASE AGREEMENT. Identify those paragraphs that you, agents or their clients should know. Identify the paragraphs that you, agents or their clients should know and why. Learn what the real estate industry has to disclose, contingencies removed and other legal paragraphs. Learn how to use your contract knowledge to build more buyer and seller business loyalty and trust, everywhere.

## Realtor with Video –

John Parker, Sendero Springs, Round Rock [Become a Fan](#)

Wall Info Welcome! Community Info HOA Photos >> +

**STREETMAN HOMES**

FINDING Your Home DESIGNING Your Home BUILDING Your Home ABOUT Streetman

**CONTACT:**



John D. Parker  
Streetman Homes

Phone: (512) 925-0959  
Fax: (512) 438-3187  
Email: jdparker@streetmanhomes.com

Situated in the newest area of development in Round Rock, Sendero Springs offers open spaces, lush green belts and miles of hike-and-bike trails. An amenity center within the development includes a Junior Olympic pool, dressing rooms, and a playcape. Residents also have easy access to the Brushy Creek Community Center in adjacent Brushy Creek, whose state-of-the-art facilities include a full work-out gym, air hockey tables, basketball courts and a child development center.

Schools:

**Sendero Springs**

Sendero Springs provides residents with an exceptional lifestyle that includes shady parks, a state-of-the-art community swim center, and Round Rock Schools. Close to Austin and major employers, the distinctive community is the natural choice for those looking for a new place to call home.



**The Meadows**

New Homes From the \$220's

Nestled in the lush greenbelts of Round Rock, The Meadows at Sendero Springs offers 60 homesites and 18 floorplans ranging from 2,002 - 3,100 square feet.

**MORE INFORMED!**  
[More Details](#)  
[View Homes](#)  
[Get](#)

You can hire Mike to build your custom Fan Page by contacting him at [www.facebook.com/mikemuellerconsulting](http://www.facebook.com/mikemuellerconsulting).

## About Ross Hair



[Ross Hair](#) is the Baldest Man in Real Estate.

Ross is a huge fan of **real estate social media** and believes it is the most powerful marketing channel of our time!

You can connect with Ross at [www.facebook.com/smmcamp](http://www.facebook.com/smmcamp).