



Putting Your Kennel on Facebook

How-to Tips for the Beginner

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If you don't think being on Facebook will increase your kennel's income, then you must not be familiar with Facebook. It lets you connect with your customers, your potential customers and ALL OF THEIR FRIENDS. It's a natural marketing tool for our business because the most popular pages are ones that post fresh, current info. What could be more fresh and current than "*Take a peek at the puppies born this morning!*"? This week's article tells you how to get started and gives 8 tips for Facebook success.

Step One: A Professional Facebook Account

It's not cool to use your personal Facebook account for your business. So, whether you already have a Facebook account or not, the first thing to do is create another user account that you will only use for business. It can't be in the same name as your personal account, but it should be your real name. Open Facebook, click on "Sign Up" and create an account, using a prefix or adding your middle name if necessary to make it different from your personal account. It's free, it's super fast. Once the account is created, add some profile information so that viewers will know you are a real person.

Step Two: A Business Page

On the "News Feed" page of your new account created in Step One, click on the little blue gear at the upper right corner, then click on Advertise in the drop down menu. Follow the simple steps to create a Business Page. Add a nice picture for the top banner, add info about your kennel for the "Company" and "About" sections. Nothing to it. Now you're in business on Facebook. Put up some posts and move to Step 3.



Step Three: Get Fans

Send an email to all the contacts and customers in your address book, inviting them to Like your new page. This means that they will see anything you post on their own news feed pages. Once they Like your page, your friends are now your Fans, aka Followers.

Read on for 8 tips to success...

8 Pointers to Looking Good on Facebook

- 1. Get traditional marketing out of your head.** Marketing usually means promoting yourself and pushing your products to the public. Social media marketing is about drawing your customers in, interacting with them and increasing their loyalty. You need to be authentic here, ask questions, respond to your fans and make it a 2-way dialogue. Ask them to caption a photo, answer a true or false question about puppy health, or tell you why their dog is great in 10 words or less.
- 2. Respect the unwritten 80/20 rule.** 80% of your content should be friendly, educational or entertaining. 20% can be about what you are selling. What to post? Pics of your dogs and puppies, helpful tips on choosing and raising puppies, info about your breeding plans, pics and news from dog shows or events you participated in. Also, invite your fans to post pics of dogs they got from you, for other fans to see.
- 3. Be consistent.** Post 3 or 4 times a week, and keep to a regular weekly schedule for at least half of your posts, so that your fans know when to expect one and will be looking for it. Posting too often can be a turn-off to your fans.
- 4. Vary your posts.** Images get the most views and get shared among your fans' friends the most, but information is valued too, and a text-only post usually gets more conversation going. Keep your posts interesting and fresh. Keep wordy posts to around 100 – 250 characters.
- 5. Blog.** If you like writing, you can also add blog entries to a tab on your business page, and your fans will get updates on their feed. Lots of fans would love to know about your life as a pet breeder and all the amusing little things that happen each day.
- 6. Keep it upbeat and professional.** You will lose fans (yes, they can "Unlike" your page) if you post about your personal life, use foul language, badmouth your competition, go on political or spiritual rants, or say anything that might be offensive.
- 7. Be generous.** Offer special discounts, deals and insider info to your fans and they will know that you appreciate them.

- 8. Talk it up.** Promote your Facebook page on your printed brochures, letterhead, and advertisements, as well as when speaking to individuals and groups. Encourage people to engage with you there.

Final Word of Advice:

Don't compare yourself to the big brands out there. It's very challenging to get hundreds of "likes." Compare yourself to yourself. A 5% improvement in engagement month over month is a success. There are 1.1 billion Facebook users. Some of them will want to keep in touch with your kennel. The average Facebook user is connected to 80 business pages and groups. Trust me, this will increase your sales.

Related Links: Kennel Pages on Facebook

A few FB pages to get you started thinking about your own...

[Call Me Farms](#)

[Double LL Farm & Kennel](#)

[Jaco Kennel](#)

[Spirit Dog Kennels](#)