# 40 ideas & tips for facebook product pages



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## design a nice page (with 600x200 pixel photo)



### post interesting & original comments



tell your story<sub>4</sub>





link the page to your "suggest ideas" blog



Source: bit.ly



connect the page to your corporate newsroom



# able





#### **6 Gorgeous Twitter Visualizations** Posted Today

Ah, Twitter. It's impossible to get away from it; it seems that everyone stopped whatever they were doing B.T. (before Twitter) and switched to doing cool stuff for and around the service, and this includes data visualizations. In the past, we've profiled unique Twitter-related visualizations , but now we're after sheer beauty. And that's exactly what we've found; here are six ...

Read Full Article Share +

#### **BREAKING: The Pirate Bay Sold For \$7.8 Million** Posted Today

Today, Swedish software company Global Gaming Factory X AB has announced it has acquired The Pirate Bay website for 60 million SEK, which is roughly the equivalent of \$7.8 million USD. This was almost immediately confirmed by The Pirate Bay . Although the title of their post is entitled "TPB might change owner," from the text of the post it is obvious that the site has indeed been sold ....

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The Dirate Bay

#### Sony the First to Ship Web Filtering Software With PCs Sold in China Posted Today

A couple of days ago, a group of organizations - trade groups, American, European and Japanese chambers of commerce, and the U.S. National Association of Manufacturers - had protested against the Chinese plan to include web filtering software, Green Dam Youth Escort, on every PC sold in China. It was an unprecedented move, but as we predicted, it didn't bring any immediate results, as ...



you can skim all the people you're following and see the latest tweet from each. From the blurb: We ...

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#### pull your news-feed into facebook





### offer your fans something special

Mi	Mashal	ole	ද්‍ Become	a Fan					
74	Wall	Info	News	Boxes	Events	Mashable!	>>		
CL	ICK ON	THE							
	包		4	$\bigtriangleup$					
BUT	TTON A	BOVE	7						
Join Masha	able on Face	ebook					M	ash	able

Welcome to Mashable on Facebook - a place for tips, how-tos and the latest information about Facebook and social media. Here's what to do next:



1. Click the "Become a Fan" button above to join the community (Can't see a button? You're already a member!)

2. Head over to the Mashable Wall to join in!

3. Also feel free to check out our Photos from recent Mashable events.

#### use a nice call-to-action to recruit fans



ask fans to invite their friends to become fans 11



ictori	a's Se	cret 🛵 Be	come a Fan			
Wall	Info	Spotlight	Discussions	Video	Photos	>>
<b>Detaile</b> Website		http://ww	w.victoriassecret.co	om/		
			wv.vspink.com/ wv.vsx.com/			

VICTORIA'S Secret

Add to my Page's Favorites

## your info: short (or at least interesting)



link to your twitter and youtube channels



channels into facebook 14





# use an events page<sub>15</sub>



#### promote charity events



promote your events also using wall posts



Location: Victoria's Secret Stores & http://www.VictoriasSecret.com Time: 8:00AM Tuesday, June 16th

🗐 June 16 at 8:04pm - - Share

🖞 12,534 people like this.

Q View 1,083 comments

# re-post to remind



### use applications & tie them into your e-shop



let customers buy from inside facebook



#### **Promotions**

Find Promotions | Start your own promotion now



### offer contests, coupons and sweepstakes



### engage your fans with a poll page...



### ...or with a poll application



### create fun applications on facebook

# send fans to play on your website, and publish the output back into facebook





### ask fans to create your next product



ask fans to take a picture "with" your product  $_{27}$ 





produce a "personalised trailer" using data and pictures pulled from facebook



show the buzz in the press...



...by date of publication and by media...

#### vs in the press



#### elle april 2009

Victoria's Secret Parfums Intimes Lace Orange Flower Eau de Parfum \$45. Available online, in catalogue & Victoria's Secret stores. ▶ shop now

#### VICTORIA'S SECRET

bras panties sleep + lounge clothing shoes swim beauty sale + specials PINK

parfums intimes

Four unique fragrances, each designed to

evoke the unique sensation of the lingerie

fabric that inspired it: Cashmere, Lace,

new!

Satin & Silk.

Eau de Parfum Box Set

542

#### beauty

Sexy Steals 50% Off Styles Secret Garden Body Care 3/\$24, 5/\$30 or 8/\$35 Secret Garden Anti-bac 2/\$10 or 3/\$6 Naturally Victoria's Secret Buy 2 Get 1 Free Beauty Rush® 3/\$15 or 6/\$20 Makeup 3/\$25 Body Care

#### Shop by Brand Secret Garden Collection Naturally Victoria's Secret Parfums Intimes

Beauty Rush® Dream Angels™ Sexy Little Things® Verv Sexv® Vertical™ Victoria's Secret Pink® Shop All Brands

Fragrance All Fragrance Women's Men's Body Splashes & Mists

Body Care All Body Care Lotions Body Wash & Scrubs Body Shimmer Cellulite Solutions Bust Enhancers

Seductive Treats





Satin Rose de Mai Eau de Parfum \$55

Lace Orange Flower Eau de Parfum \$55

Silk Mandarin Santal Eau Silk Mandarin Santal Mist de Parfum 528 \$55

...and let fans click & buy "that" product

english | español

Search

shopping bag sign in your account get email



About this nonprofit:

Help people affected by disasters like recent floods and winter storms by supporting the American Red Cross Disaster Relief Fund. On those rare occasions when donations exceed Red Cross expenses for a specific disaster, contributions are used to prepare for and serve victims of other disasters The American Red Cross name and emblem are used with its permission, which in no way constitutes an endorsement, express or implied, of any product, service, company, opinion or political position.

#### American **Red Cross**

Victoria's Secret is auctioning off the 'Find us on Facebook' t-shirt worn by Supermodel Doutzen Kroes at the launch event for the Victoria's Secret Facebook page.

There are only two of these shirts in the entire world! The other one was worn by Alessandra Ambrosio.

Autographed by Doutzen and Alessandra and seen on E! News, AccessHollywood.com, and top fashion and entertainment blogs, this is a true collector's item for Angel fans.

All proceeds from this auction will benefit one of Doutzen's favorite causes, the American Red Cross.

Keep up with Doutzen and all your favorite Angels at the official Victoria's Secret fan page on Facebook. http://www.facebook.com /victoriassecret

02365



Select a picture Faceb







Victoria's Secret Go behind the scenes with Teen Vogue and three of our up-and-coming models at the VS Undies campaign shoot. Watch now!



The New Faces of Victoria's Secret

CTORIA'S

Victoria's Secret heard how much you loved Ale and Doutzen's tees so we're auctioning them off for their favorite charities. Bid on Ale's at http://tinyurl.com/AleEBay and bid on Doutzen's at http://tinyurl.com /DKroesEBay. June 10 at 10:26pm -

1,243 people like this.

View 181 comments

Victoria's Secret Spotted in New York: Supermodels Alessandra & Doutzen





#### create events on ebay





### show your videos





### let fans upload their own (short) videos



### show your pictures

#### Fan photos from Coca-Cola

Photo 19 of 1439 | Back to Profile | See All Photos

Previous Next



Report



#### let fans publish their pictures



feed your facebook page with your flickr photostream 37





### show links to web articles about your brand

Victoria's Secret Discussions Back to Victoria's Secret
Discussion Board
Show: All Topics
Displaying all 18 topics
Prices
S posts by 5 people Created on June 15, 2009 at 4:17pm

Bad fashion days happen. Tell us about yours 7 posts by 7 people Created on May 28, 2009 at 2:06pm

Help dress up our page - tell us what you'd like to see! 57 posts by 35 people Created on May 28, 2009 at 2:06pm Page 1 2



#### **Deely Morton wrote**

on June 3, 2009 at 6:13am

Post #2

Victoria's Secret in store Appearances by the Angels! Events are always exciting but the fans only learn of them maybe 2-3 days in advance and have to figure out how to attend school and work, and personal obligations but still want to attend. If it was easier to be informed maybe a week to two weeks in advance a lot more people/fans could show support!



Post #4

#### Shanon Jackson replied to Victoria's Secret's post

on June 4, 2009 at 10:39pm

you need to show you business attire. my whole wardrobe for work is vs and no one knows about your suits until i tell them where i get them. they are in awe that vs has suits for working women.



#### Tania Sierra (Orlando, FL) wrote on June 5, 2009 at 5:36am I would love to see more of the behind the scenes... learn more about the designers, we know

about the models but not so much about how the creative minds get inspired.

And also.. some kind of icon that we can post on our profiles. an application may work.





 Tanya Zhelyuk wrote
 on June 5, 2009 at 9:28pm

 I purchase a lot of clothes online from VS web page, however I often chose not to buy an item

 because it has only 1–2 pictures and I can not evaluate it and judge how it will be fit on my

 body. I think VS web page will greatly benefit if you add more pictures to view clothes from

 different angles. Usually you have only a front image of clothes, however it will be good to have

 back, side as well as detail views.



Post #7

Post #8

# Brenda Tullock Yaw (St. Louis, MO) replied to Victoria's Secret's post on June 6, 2009 at 5:40pm more clothes and lingerie in size 16-18! and Beautiful braqs in siizes 42DD and UP!

Arthur Fitzhugh (Baltimore, MD) wrote

on June 6, 2009 at 6:17pm



ask customers what they would like...



Post #5

Prices

Sara Tomarelli (Warner Christian Academy) wrote	on June 16, 2009 at 1:17am		
My mom and I shop at you store a lot. We love your stuff but mom will tell me to wait a little while and see if the prices ch is gone!!!!!! please lower your prices!!!			
Abigail Stone Rich (Knoxville, TN) wrote	on June 26, 2009 at 7:40pm		
If you want a good bra that supports and holds up through o spend more money than you'd hope to. It's the cost of a good them expand their sizes, they don't make bra's in my size. :( worth what you get.	d fit. Now, for me, I'd like to see		
Katie Furr replied to Sara's post	on June 27, 2009 at 9:08pn		
you are soppo right! im with u 100% :) i absolutely LOVE their particular] <mark>but it is very pricey</mark> and i love the 5 pair for 25S individual pair, it would be like 8S. grrr so expensive but very	but if i wanted to get an		
Anca D. (York University) wrote	10 hours ag		
I am ok with the prices since the quality says it all but I am in something here will end up costing em almost twice the price shipping. Please please have some free shipping offers for Ca	e after customs and taxes and		
Erika Genovese (Jersey Shore, NJ) wrote	4 hours ag		
I LOOVE your sales, there are so many of them!			

### ...and what they don't like



Invite friends to watch Share +



allow fans to update their status while watching your event live