

## **Assessment & Revision Plan**

### **What:**

Extra Money To Facebook fan page

<https://www.facebook.com/pages/Extra-Money-To/127781287282001>

### **Assessment:**

Facebook fan pages have the potential to benefit brands and businesses in a countless number of ways. That is, of course, if they are well done. Fan pages that are visually stimulating, engaging to users, and audience-appropriate can help drive traffic to a website, improve SEO, and enable businesses to build and strengthen audience relationships.

The Extra Money To Facebook fan page does not effectively do any of these things, however. There is a certain artistic flare that goes into the creation of a fan page. Plus, there are specific criteria that most high-quality pages meet.

Before we delve any further into the areas wherein the Extra Money To fan page needs improvement, I first would like to discuss some of the gauges which constitute a first-class fan page as well as present several examples of fan pages that are well-crafted and effectively serve their purpose of fostering user engagement.

All of the examples of high-quality fan pages displayed in this text are for smaller scale businesses (as opposed to larger corporations, like Coca Cola). The reason for this is because none of these small businesses have huge budgets; therefore, they serve as more appropriate examples for the purposes of the Extra Money To fan page.

## **Superior Facebook Fan Pages**

### **Uniqueness:**

Facebook is by far the stickiest of all the social websites. And what I mean by that is Facebook users (and there are currently over 900 million) spend more time on Facebook than they do on any other website. Consequently, it can be inferred that Facebook users are also spending a lot of time browsing around different fan pages – and there certainly are a lot of them. Therefore, it's really important for fan pages to be unique, or at least to stand out from the fan pages in their competition.

Brands and businesses need to keep their audiences in mind when they create their fan pages. There are so many ways to enhance the look of a fan page, so brands and businesses need to leverage these opportunities and ask themselves how they can tailor their pages to provide value to their audience members and make their pages go above and beyond.

- Click [HERE](#) to view the fan page for How to Market Your Horse Business, which is a great example of a fan page that has a lot of unique features, such as the Movers and Shakers of the Horse World Discussion Board.

### **Captivating Photos:**

Since Facebook switched to Timeline, fan pages now need to include (at the bare bones minimum) two eye-catching photos: 1 for the profile picture and the other for the cover image. Facebook is by far the most-visited photo-sharing site on the web, so brands and businesses that include a lot of photos on their fan pages are promoting user-engagement, establishing trust, and conveying an immediate sense of their overall missions.

- Click [HERE](#) to view the fan page for Chocolate for Breakfast, which incorporates tons of really fantastic (not to mention, mouth-watering) photos.

### **Audience Analysis and Frequent Interaction**

As any successful brand or business should know, having a solid understanding of the targeted audience is a critical factor. Therefore, the content of a fan page's posts and the 'About' and 'Description' sections all need to be written with that understanding in mind.

Furthermore, a fan page needs to update its posts and interact with its users on a regular basis. Facebook operates in real-time. And so if a fan page remains mute for very long, it's going to get left in the dust.

- Click [HERE](#) to view the fan page for The Chicken Chick at Egg Carton Labels by ADozenGirly, which fosters a ton of interaction. Just about every post has been commented on multiple times.

### **Multiple Social Network Integration:**

Just because fan pages are housed on Facebook that doesn't mean they should ignore or exclude other social media networks. Through the integration of other network accounts, such as Twitter, a Facebook fan page can promote even more user-engagement.

- Click [HERE](#) to view the fan page for Talking Finger, which does a wonderful job of integrating multiple social media networks into its page, including Twitter, Pinterest, and YouTube.

### **Additives, Like Contests, Resources, and Other Fun Apps**

When executed with finesse, these types of things can prove hugely beneficial to a fan page. They can provide incentives for people to join in and participate on the site as well as foster additional interaction. There is an app for just about everything, so brands and businesses should be encouraged to exercise their creativity muscles.

- Click [HERE](#) to view the fan page for Eartheqy, which includes an app that actually enables users to be able to shop directly from the fan page.

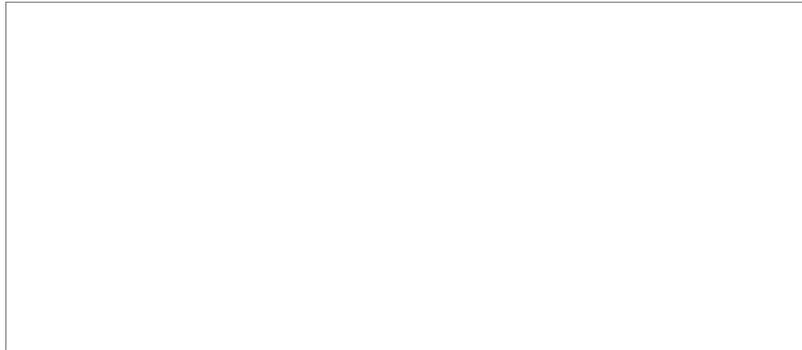
## Extra Money To Fan Page Assessment

Keeping the aforementioned criteria in mind, I would like to fully immerse in the assessment of the Extra Money To fan page at this time.

My overall impression of the Extra Money To fan page is that it is boring and the social media equivalent of a ghost town, in that it appears to have been abandoned by both its fans and its creator.

There hasn't been a new update in almost a year, and the website to which the fan page is pointing is no longer active. In a nut shell, this fan page has no pulse; it is dead on arrival, and there are a number of reasons that lead to this.

### **Targeted Audience:**



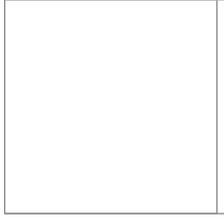
For starters, there needs to be a stronger sense of audience awareness. Based on the title of the fan page, "Extra Money To," and the information laid out in the 'About' and 'Company Overview' sections, this fan page is aimed at people who would like to leverage web-based opportunities to either supplement or replace all together their existing income, so they can have more money to spend on non-essentials, or the things they enjoy. Additionally, the targeted audience most likely has little to no previous knowledge of Internet marketing.

The written content of the fan page falls flat and does not succeed at captivating or maintaining the targeted audience's attention. There is a lot of competition in the Internet marketing niche, and the Extra Money To Fan page doesn't do nearly enough with its content to separate itself from the herd.

### **Visuals:**

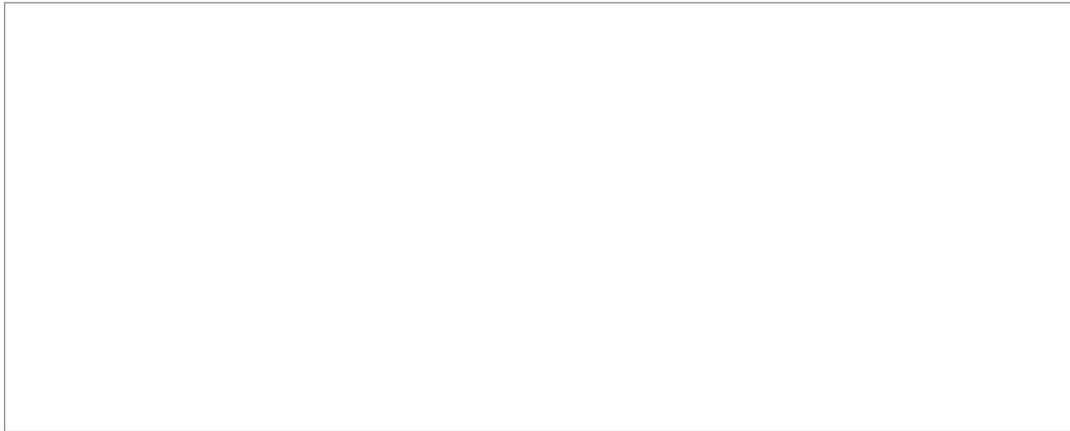
The Extra Money To fan page only includes two images, both of which do not look very professional or interesting. The logo is simply the word 'Money' written against a blue background, and the image of the David Dey is low-grade and blurry. Plus, none of the

Extra Money To posts contain any images or videos.



Furthermore, there is no cover image, which is probably because the Extra Money To fan page was created prior to Facebook's switch over to the new Timeline format, and it hasn't been updated since that time.

**'Wow' Factor:**



The Extra Money To fan page is one-dimensional and it only includes the bare bones. It does not integrate any other social media networks and it does not include any apps. The aim of this fan page is to provide people with information about how they can make money online. Therefore, it could benefit greatly from including resources and apps promoting user interaction.

To see what the Extra Money To fan page looked like prior to the revisions, check out the PowerPoint presentation.

## **Extra Money To Fan Page Revisions**

There are a lot of improvements that can be made to the Extra Money To fan page. Below, you will find an outlined plan for revision, which keeps three principle goals in mind:

1. Demonstrate a better understanding of the targeted audience
2. Enhance the visual appeal
3. Promote user engagement and interaction

### **‘About’ and ‘Company Overview’ Sections:**

Create content that is more focused on the targeted audience, including more information about David Dey and targeted keyword phrases: online income, earning money online, making money on the Internet, extra money, money-making tips, and extra cash.

### **Images:**

Include two size-appropriate images for the profile and cover images which depict money easily being made online and people having a good time doing the things they love.

Upload at least 3-5 additional images with text written in each of the commentary bars, pertaining to earning an online income.

### **Updates:**

Make one new post per day about how to make money online that includes a link as well as either an image or a video (Hootsuite.com can be used to schedule posts to go out in advance).

Posts should be captivating and encourage users to comment on or ‘like’ the content. Additionally, all posts should include call-to-actions.

### **Apps:**

**Welcome Tab** – Create a unique tab (listed first before ‘Photos’), welcoming users to the fan page. Make the Welcome page look more like a website’s home page than a fan page (see [here](#) for inspiration). Include the following features on the tab’s page:

- A header that reads:

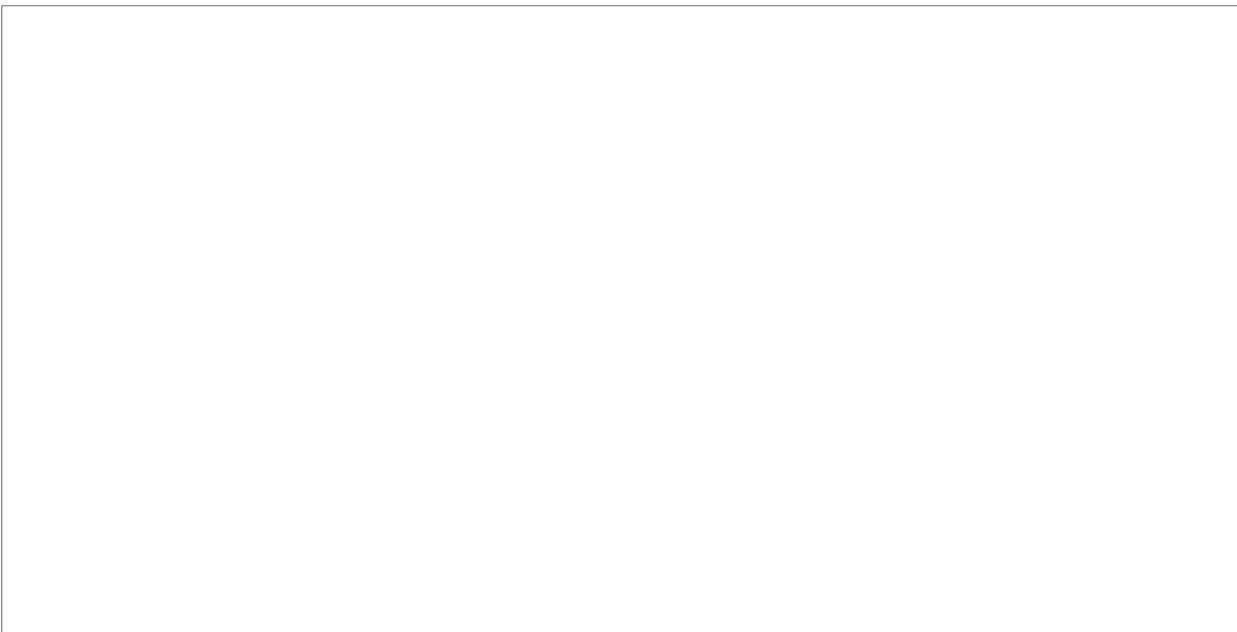
“Transform Your Financial Reality And Improve Your Life.”

“Discover Invaluable Information About How To Start Generating a Steady Online Income Today.”

- An image (same as the fan page profile picture).
- A brief write up about ExtraMoneyTo.com providing users with a quick overview of the mission and purpose of the website, including a link to the 'About' page.

Contest – Create a contest for Extra Money To users in which they submit an article about what they would do with the first million dollars they earn based on their Internet endeavors. Contest information appears on the fan page under a tab named 'Millionaire Contest,' which is located to the right of the 'Photos' tab.

Millionaire Contest guidelines are detailed in the screenshot below:



Event - Set up an Extra Money To Q&A event that will take place on a weekly basis (every Sunday for 2 hours). Extra Money To users are invited to participate in a 2 hour long powerhouse information session where they can get in-depth coverage about a specific topic related to making money online.

Note - Create a note that lists the top ways to get started earning extra money online, along with links to some of the best resources to learn more about Internet marketing techniques, including forums that newbies can join to network and get their questions answered.

Forum – Set up a forum for Extra Money To users where they are encouraged to participate in discussions with other like-minded individuals about their online money-making efforts.

Social Media Integration - Find and upload two apps, one that enables the Extra Money

To Twitter feed to be streamed live to the fan page, and another one that streams videos from the Extra Money To YouTube feed.

NOTE: The order of the app tabs is to be as follows:

1. Photos
2. Welcome
3. Millionaire Contest
4. Events
5. Notes
6. Forum
7. Twitter Feed
8. YouTube Feed
9. Likes

## **Revision Limitations**

### **Website:**

ExtraMoneyTo.com is no longer actively maintained as it once was. I'm not sure if the URL is even still owned by David Dey. Therefore, one of the main purposes of the Extra Money To fan page, which was to drive traffic to ExtraMoneyTo.com, has been made futile.

Ideally, before the fan page was revised ExtraMoneyTo.com would have been brought back to life, with relevant content being regularly posted to it. However, I do not have access to the admin side of the website, so those kinds of revisions were not possible.

### **Images:**

I do not have a professional quality camera. Therefore, the images used on the fan page were limited to what I could find within the Creative Commons-licensed content of photo sharing websites, like Flickr.com.

### **Apps:**

Welcome Tab – I had wanted to include an opt-in form where users could sign up to get a free report about how to increase their productivity each day so they could consequently earn more money, but the tab templates I was working with on Pagemodo.com had limited capabilities, so I was not able to customize the template and add the form.

Additionally, instead of having a write-up about ExtraMoneyTo.com on the Welcome tab, I had originally wanted to include a video presentation discussing the purpose and mission of ExtraMoneyTo.com, along with some additional information about David Dey. However, the only way to include a video was to use a Pagemodo Pro template, which costs \$7.95 a month.

Contest - In order to create and publish a contest, it costs \$15.00 a month. Therefore, I wasn't able to actually set up a working contest, so there is no viewable 'Millionaire Contest' tab on the fan page.

Twitter and YouTube Feed Apps – Integrating these apps onto the fan page using TabFusion.com costs \$20.00 a year per app, so neither the Twitter nor the YouTube feed app is actually present on the fan page.

## **Future Revisions**

In the future, as the Extra Money To fan page grows and more of a community is built, some more of the paid enhancement options can be incorporated, including the following:

- A contest to be held once a month
- Integration of the ExtraMoneyTo.com blog (as long as regular updates restart at some point) right into the fan page (see [here](#)), so that Facebook users do not have to leave their current hub in order to access more of the EMT content.

The principle goal behind these future revisions is to foster as much user engagement and interaction as possible. Daily posts will continue to be written, and every user-made comment on a post or in the forum, which warrants a response, will be addressed within 24 hours.