

1. Represent Your BRAND, Not You by creating a fanpage

2. Share your blog content

3. Always use metadata

4. Create New Page Tabs using iFrames

5. Synchronize with your YouTube Page, Twitter, Flickr, Google+

6. Engage other Businesses

7. Use Analytics from Facebook

8. Add the SlideShare App.

# Sweet 16 Tips for Marketing

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

9. Calls-to Action Generate Better Leads

10. Embrace the Impact of EdgeRank

11. Schedule Ahead of Time is Important

12. Feedback is Key-Polls & Questions are Important

13. Engage Your Page Everyday

14. Use the Group Chat!

15. Monitor your Status Stats

16. Take a chance with Facebook's Ad Platform.