

# 10 COMMANDMENTS of facebook **MARKETING**

Timeline  
Edition

Thou shall use  
a business page

Thou shall offer  
80/20 balance of  
informative/sales  
posts

Thou shall engage  
your community

Thou shall use a  
custom FB URL

Thou shall show  
up consistently on  
your page

Thou shall have a  
compelling  
Timeline cover

Thou shall generate  
leads with landing  
tabs

Thou shall add a  
Like box to your  
website

Thou shall add Like  
sharing buttons to  
your blog

Thou shall include  
your FB URL on  
marketing materials

