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Facebook has developed faster and pretty bigger than any other social network within a short period of time hence making it a perfect goldmine only if you understand how to go about it. The number of people using facebook will soon cross the one billion mark hence there is need to get more facebook fans if you are serious about promoting your business.

The problem is that there are many people who really do not understand how to take advantage of this huge social media platform and promote themselves. Here are three major mistakes which you should avoid when you are seeking to get more facebook fans and when promoting your business online.

## Don't be a Self Promoter

At all times, there is huge need to focus on the needs of your business and make alterations with the view to ensuring that you provide them with the information which they would like to know about your business concern. If you broadcast 10 posts a day, make sure that a higher percentage of them are about your business, its products and how it is trying its best to satisfy the needs of its customers. When you don't offer hard hitting feeds or posts, you will find your fans removing the comments or statements you make from their news feeds.

## Being Too Friendly

Yes, we are ambidextrous with social media at times but you should accept the extreme fun that comes with it. Given that you have the products you promote, why not just organize and give away some of them to your friends and fans in facebook? Furthermore, the posts which you make should in one way or another should be professional. Never mention your personal stuff and also avoid stating what you are about to do or what you are eating for the night. Present your posts in a manner which will entice your fans to building a long term relationship with your company. You'll find that some posts that are personal in nature can be entertaining but will not add any value to the professional image of your company.

## Never Engage your Fans!

Your facebook page fans could at times post a disastrous statement that could leave you wondering what the intention is all about. Even if it is something ridiculous, there is need to ensure that you answer them in a polite and honest way. Whether they are true or false, it doesn't help being very defensive. It is the boxy that get going when the going gets tough. Cravens never win but are the champions that triumph!

## Avoid Certain Types of Quotations

There are many quotations out there which your fans will find to be interesting. Get away from certain quotations which don't add any value to the reputation of your business. Just get quotations that are suitable and with some relationship to whatever your business offers. How to buy facebook likes?

Generally, facebook marketing is all about strategies that enables you get more facebook fans. If you have the numbers, you wouldn't find it hard spreading your marketing message.

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[Sandy Zhang](#) - About Author:

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