



Facebook Fan Page

Making it effective

SABBIR AHMED OSMANI

Is your fan page simply a static page? Are you feeling clueless about driving fans to 'Like' your page? Well, engaging fans needs some commonsense, besides some technical knowledge which is not rocket science, fortunately. Fan page on Facebook offers incredible opportunity to engage the fans with the brands, be it local, global or personal. Now, how to proceed for ensuring optimum engagement?

Know your objective: What to achieve
First you need to know why you are opening the Facebook Fan page? Whom do you want to talk to? You may want to raise brand awareness, give enhanced customer service, build your email list, drive traffic back to your site or build a community. You may also have multiple objectives. Having a page without any clear goal will bring no fans outside your friends' circles. So, make a comprehensive check list before you proceed.

Know others: Know the best practices
Now you have to research your competitors' pages and their conversation styles as well as design of the pages. You need to observe not only your competitors but also the best recognised Fan pages of other entities. The pages may have no relevance to your product or firm's nature of business, but you will get idea by scanning the best practices.

Design of your page: Make it inviting
You have to design your page warm enough for the newcomers to feel comfortable. Once you are clear about the objective of your Facebook page, the design needs to reflect that. For example, if your main objective is to build an email list for lead generation, you have to feature at least one opt-in box.



Articulate content strategy: Feed consistently

What type of content do you want to use most often; photos, videos, links or questions? You need to decide well ahead. It may sound like having an editorial policy of a regular publication. When you have decided on the content, plan the update/upload calendar for regularly feed the fans' news feed. There are available apps now to pre-schedule content updates. Fans do want to feel excited to be your fan. So feed them the right content.

Promoting the page: Pull the fans
Now you've built the Fan page and own a content strategy. It is time to promote the page. There are ways to promote your Facebook page both inside and outside the Facebook. You may start a targeted advertisement campaign on Facebook. However, a consistent execution of content strategy will increase your Facebook page's fan base organically.

Engagement plan: Plan ahead
I am confident that you have already started gaining traction by now! Well, you have no time to relax seeing your fan base

growing. Allocate resources to ensure your Facebook page is being monitored and moderated properly. If you cannot manage time to do it on your own, assign others to do it. In case your objective is to enhance customer service, ensure prompt response to fans' comments. Always use a personal, approachable tone. Remember, you are in the social media domain. People want to hear non-formal, cozy tone while having fun here and there on social media.

Conversion with the fans: Keep it going
If your page has already reached a milestone of 500-1,000 fans, time is now to nurture the relation. Concentrate on building trust between you and the fans. Consistently providing good content along with reliable responses will get more and more fans along the way. Moreover, the consistent engagement will increase your brand equity that will positively impact your sales figures. This is the way, how so many brands across the globe are monetising their social media investments.

The author is a communications professional.

Chrome on Android: Bridging the gap

WAHID T KHAN

Few weeks back Google launched its desktop browser, Chrome, for the Android platform. Still in its Beta stage of development and limited to devices running Android 4.0 aka Ice Cream Sandwich (ICS); the news set the blogosphere abuzz with excitement about the future of Chrome, Android and the future of the Google application ecosystem holistically.

This article is not a review of the app, as yours truly was unable to run standardised tests to reach a conclusion. Rather, let's take a look at what this move means in the future for both systems:

HTML5 and Java will coexist on one Platform

Chrome runs HTML5 apps already (and does its bid in promoting them too), and Android runs Java. Chrome's presence in the Android Market will now entail a possibility for developers to utilise the browser as an extension of their HTML5 apps while sticking to Java for many of the static app features. It will also be possible to have HTML5 run in the back end with Java at the front, and that will allow companies to get their apps standardised at least on two of three major mobile platforms: iOS and Android. The average user, meanwhile, won't be discerning on what language their favorite app is based on but will be able to enjoy a more refined app experience than ever.

Cloud Computing on the Mobile Front
Cloud computing is already the backbone of all mobile operating systems. However with Chrome on Android, the notion's taken one

step ahead. To elucidate, Google Cloud Print—a browser-based Chrome functionality that allows you to print from almost any printer—will be most likely made available to Android users via the app. The argument that mobile operating systems, unlike desktops, cannot load drivers to interact with hardware will render itself weak. Tighter user integration too, is already happening. Chrome allows you to synchronise your bookmarks across all platforms by signing in with your Google account. This also raises the possibility of



dynamic app sharing—when downloading an app on Android, its HTML5 version automatically installs itself on Chrome and vice versa. Remote access to your desktop through Chrome via Android wouldn't be too hard either.

Google's Control over User Experience

Chrome trumps over the stock Browser by miles, and there's no doubt about that. It also trumps over the handful of alternative browsers in the Market; namely Dolphin HD, Opera Mini and Firefox Mobile. Also, all extensions and services that Android users would usually subscribe to are now made useless because of the diversity and integration of the Chrome app. This means that Google is now taking steps to extend its proprietorship over the system. The pipelines of all user-generated data will now converge to Google and essentially much of our online activity will be governed by Google's policies.

How does this affect users globally is something best left to further observation than speculation.

Apple to hold March 7 event, new iPad expected

AFP, San Francisco

Apple sent out invitations Tuesday to a March 7 press event expected to be the unveiling of the next generation of the hot-selling iPad tablet computer.

The invitations featured a picture of an iPad and the words: "We have something you really have to see. And touch."

The event is to be held at San Francisco's Yerba Buena Center for the Arts, where Apple has unveiled numerous products over the years.

Dow Jones-owned technology blog All Things Digital reported earlier this month that the "iPad 3" will be shaped like the current model, but run on a faster computer chip and have improved graphics.

Apple has sold more than 55 million iPads since launching the device in April 2010.



TECHPHOTO

Charging mobile with water!

Picture of the FC PowerTrek charger which converts water into electricity to power a mobile taken at the Mobile World Congress in Barcelona on February 29.

PHOTO: AFP

bangladeshinfo.com celebrates 11th anniv with new avatar

IT & TELECOM DESK

bangladeshinfo.com, one of the pioneering online portals, is celebrating its 11th anniversary this year. On this occasion the portal team has rejuvenated the site with a new looks and features.

The hopes that the latest revamp will be able to draw more attention across different age group of internet users.

Microsoft unveils Windows 8 for consumer testing

AP, Barcelona

Microsoft is for the first time letting consumers try out its upcoming Windows 8 operating system, which it hopes will be used to power a new wave of computer tablets and traditional PCs.

The test "beta" version of the revamped system was introduced at the Mobile World Congress in Barcelona, the planet's largest cell phone trade show.

Microsoft Corp. on Wednesday offered it up free for download, along with free applications in a new "Windows Store."

Windows 8 doesn't have the traditional "Start" menu and applications are spread across a mosaic of tiles in a design Microsoft calls "Metro."

The tiles, which resemble road signs, can be navigated with a finger swipe on the screen or with a keyboard and mouse.



Mozilla goes after Android, Apple with cheaper phone pledge

AFP, Barcelona

Mozilla, which brought the free web browser Firefox to the masses, now wants to do the same for mobile users, with a new open source operating system that could drastically slash smartphone prices.

The non-profit group's so-called Boot to Gecko project will go after Google's Android or Apple's iOS, to create an alternative which could generate smartphones that are "10 times cheaper" than an iPhone while offering similar experiences to those running on other platforms.

"We want to pioneer a category," Brendan Eich, who is Mozilla's chief technology officer, told AFP at the world's biggest mobile fair in Barcelona.

Mozilla therefore wants to "disrupt" the closed system, and open it up to competition for greater innovation.

The idea is for a platform that is completely reliant on the web, meaning that all of the phones capabilities, including calls, messaging, and browsing functions, would be web-based.

Huawei announces world's 'fastest' smartphone

IT & TELECOM DESK

Huawei, a leading global information and communications technology (ICT) solutions provider, introduced the world's fastest quad-core smartphone, Huawei Ascend D quad at the 2012 World Mobile Congress in Spain, says a press release.

The 4.5-inch Ascend D quad is powered by by Huawei's K3V2 quad-core 1.2GHz/1.5GHz processor and runs on Android 4.0 operating system.



The phone features 4.5-inch 720P high definition touchscreen and the industry's most powerful 32-bit true color graphic processor. The new phone will be available in China, Australia, Europe, Asia-Pacific, North and South America, and the Middle East from April this year.

banglalink internet

log on to your world

- to avail this package, SMS "P7" to 3343
- Tk. 20 daily (VAT applicable)
- for details please call 121 or visit www.banglalinkgsm.com

become our fan on facebook: facebook.com/banglalinkmela

daily 15MB

the daily pack brings the world to your banglalink mobile



banglalink