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*Photos available upon request

Facebook Timeline For Businesses: LocalDirective Helping Businesses Face The Mandatory Switch Date

Facebook has announced that all business pages will be switched to Timeline for Business by March 30th. Businesses are left to wonder if this is something that matters to them. Is this something that they should deal with immediately, or is it much ado about nothing? LocalDirective is helping companies answer this question at a Free Webinar scheduled for Thursday, March 5th at 11:00 a.m. Eastern time.

March 5, 2012 – Facebook has announced that the new Timeline feature will be mandatory for all business pages on March 30th. Many businesses are now in the position of figuring out what this means to them. Is this good news, bad news, or both?

The answer to this question, according to Joshua Decker, Director of Search Engine Optimization & Social Media Marketing for LocalDirective, is “both.” “The Facebook changes are offering new ways to advertise that will finally show a good return on investment,” says Decker. “But the changes can also make a company look obsolete if they don’t take action before the mandatory switch date of March 30th.”

According to Decker, businesses that have spent time and money creating a Facebook presence and developing a following that choose to ignore the impending Facebook switch will find that their pages no longer offer the same marketing presence they did prior to the new Timeline switch. This sends a message that your company is outdated and may lead people to believe that you are out of business. This opens the door wide for your competitors to swoop in and reap the benefits of all of your past work.

However, Decker believes that the changes being made by Facebook are overwhelmingly good for businesses. “Before, Facebook ads were essentially the same as traditional display or PPC networks, with the ability to target a specific audience, but mainly being focused on transactional conversion” says Decker. “The problem with this was that people go to Facebook to be social, to engage, not transact business. With the new focus Facebook is putting on stories and other interactive forms of marketing, businesses are offering consumers a much better opportunity for actually engaging their audience, increasing social reach, and ultimately driving revenue.”

According to Decker, Facebook is staying true to the fact that it is a social gathering spot and allows companies to tell a living story of your business. This invites people into your business in an engaging way that will interest them and make them lifelong cheerleaders for your company. Decker points out that Facebook has also developed specific and unique ways to advertise that will enable businesses to monetize their Facebook presence in a way that delivers a good return on investment.

“The bottom line,” says Decker, “is that companies must act now and prepare for the coming changes, especially to the new Timeline design. For most businesses, the changes are simple, but the impact will be profound.”

LocalDirective is a leading digital marketing agency is offering a free webinar to help businesses sort through these issues. The webinar is going to be held on March 8th at 11:00 a.m. ET and will walk through the changes and provide a checklist of things that business must to do prepare. To register for the webinar go to goo.gl/mK39D.