Marketing tools (on business website)

Like Box - The Like Box is a social plugin that enables Facebook Page owners to attract and gain Likes from their own website. The Like Box enables users to:

- See how many users already like this Page, and which of their friends like it too
- Read recent posts from the Page
- Like the Page with one click, without needing to visit the Page

Send button - The Send Button allows users to easily send content to their friends. People will have the option to send your URL in a message to their Facebook friends, to the group wall of one of their Facebook groups, and as an email to any email address. While the Like Button allows users to share content with all of their friends, the Send Button allows them to send a private message to just a few friends.

Subscribe Button - The Subscribe button lets a user subscribe to your public updates on Facebook. There are two Subscribe button implementations: XFBML and Iframe. The XFBML (also available in HTML5-compliant markup) version is more versatile, and requires use of the JavaScript SDK. The XFBML dynamically re-sizes its height according to whether there are profile pictures to display.

Comments - Comments Box is a social plugin that enables user commenting on your site. Features include moderation tools and distribution. Comments Box uses social signals to surface the highest quality comments for each user. Comments are ordered to show users the most relevant comments from friends, friends of friends, and the most liked or active discussion threads, while comments marked as spam are hidden from view.

Activity feed - The Activity Feed plugin displays the most interesting recent activity taking place on your site. Since the content is hosted by Facebook, the plugin can display personalized content whether or not the user has logged into your site. The activity feed displays stories when users interact with content on your site, such as like, watch, read, play or any custom action. Activity is also displayed when users share content from your site in Facebook or if they comment on a page on your site in the Comments box. If a user is logged into Facebook, the plugin will be personalized to highlight content from their friends. If the user is logged out, the activity feed will show recommendations from across your site, and give the user the option to log in to Facebook.

Recommendations Box - The Recommendations Box shows personalized recommendations to your users. Since the content is hosted by Facebook, the plugin can display personalized recommendations whether or not the user has logged into your site. To generate the recommendations, the plugin considers all the social interactions with URLs from your site. For a logged in Facebook user, the plugin will give preference to and highlight objects her friends have interacted with.

Like button - The Like button lets a user share your content with friends on Facebook. When the user clicks the Like button on your site, a story appears in the user's friends' News Feed with a link back to your website.

Source:

http://developers.facebook.com