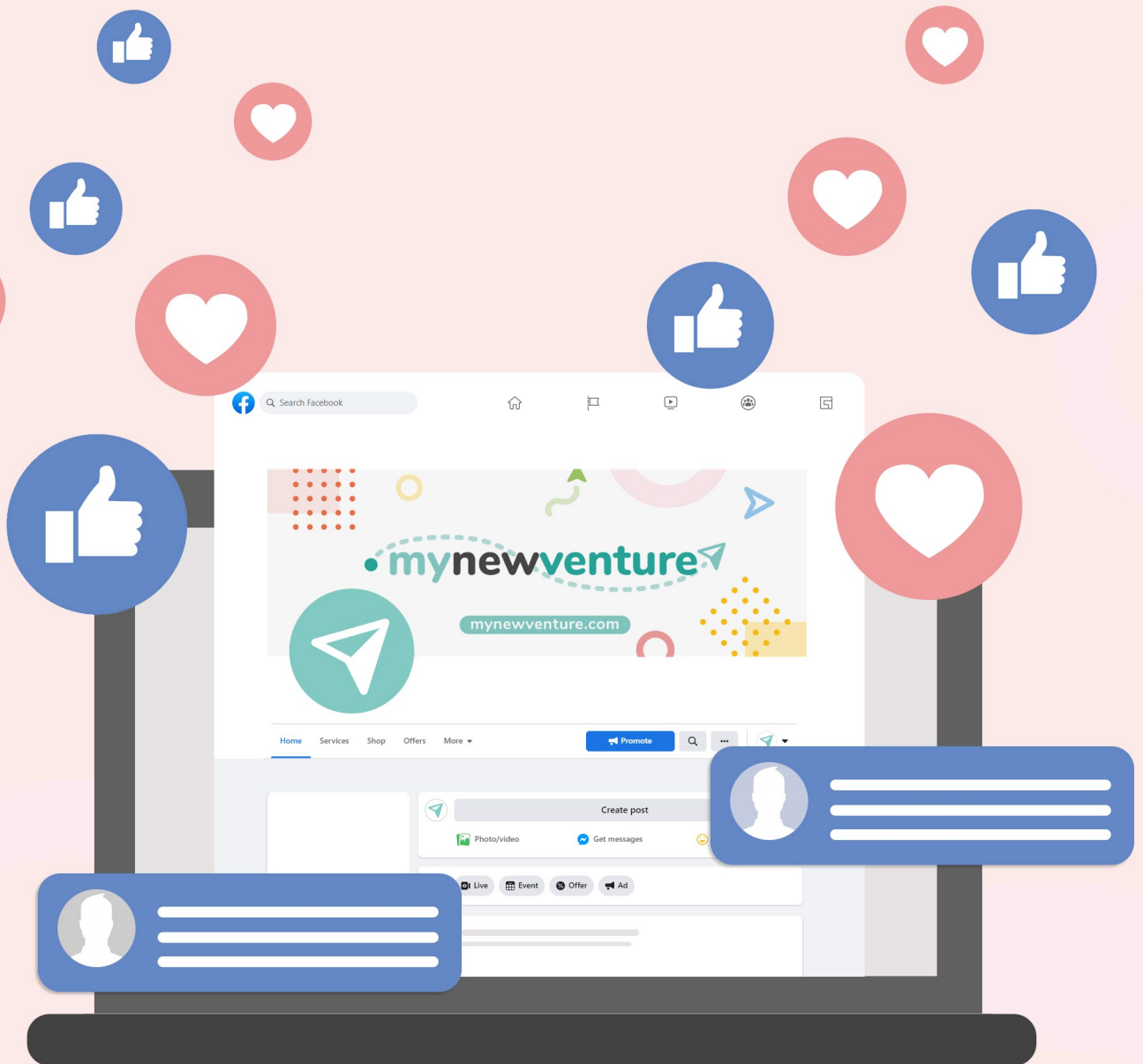




THE ULTIMATE GUIDE TO FACEBOOK



What is Facebook?

Facebook is one of the most influential social networking sites, with a market value of more than \$125 billion.

Originally created for Harvard University students, it is still the largest social media platform by total members, with almost 2.5 billion monthly active users.

It is a community platform, primarily used to keep in contact with friends, relatives and shared interest groups.

Operating as a digital neighbourhood, it is an ideal place to promote some businesses.



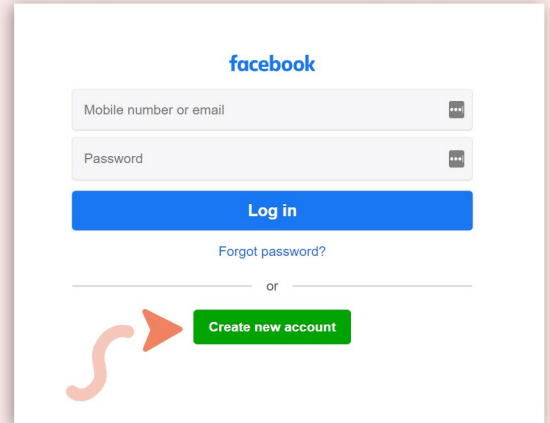
Creating a Company Page

It's straightforward to get your business on Facebook. We've highlighted the main steps for you below.

1

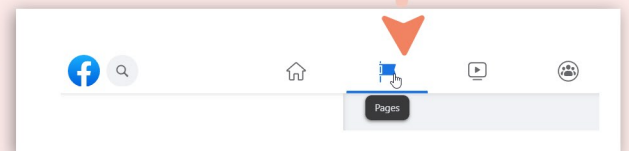
If you don't have one already, you'll need a personal profile on Facebook before you can create a business page.

Simply visit facebook.com to set one up.

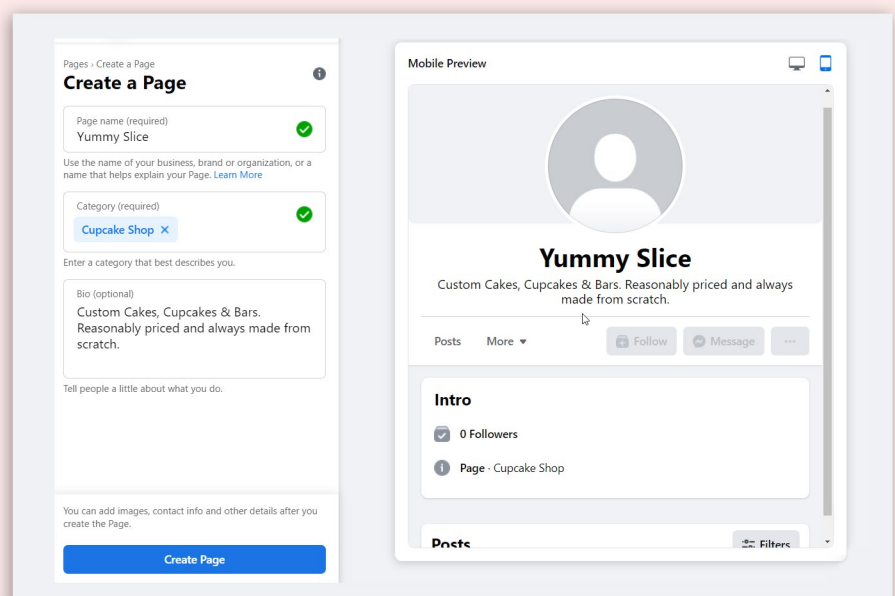


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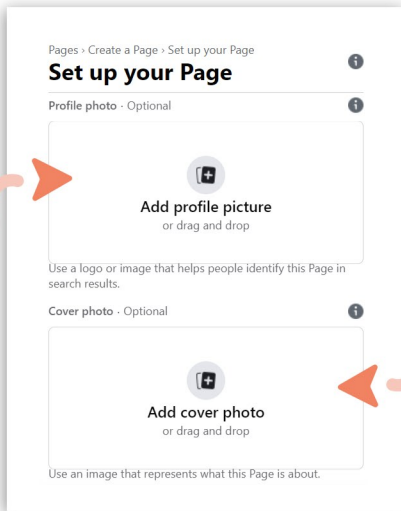
Once done, click on **create a page**. There will be several options of business page types you can choose from.



For example, if you own a small cake shop in a village, you would choose, 'local business or place'. However, if you sell a specific brand of products and have a larger company, you would choose 'brand or product'.



3



Pages > Create a Page > Set up your Page

Set up your Page

Profile photo - Optional

Add profile picture
or drag and drop

Use a logo or image that helps people identify this Page in search results.

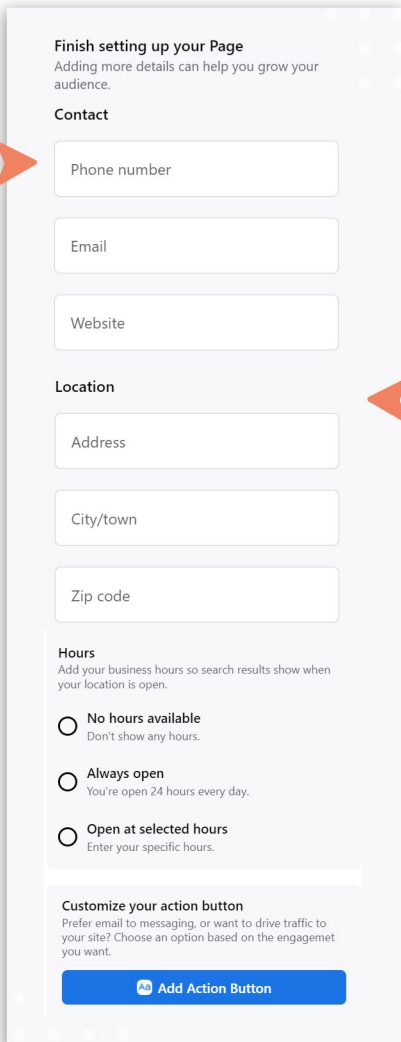
Cover photo - Optional

Add cover photo
or drag and drop

Use an image that represents what this Page is about.

You can then upload your profile and cover images. These could be you, your premises, examples of your products or your logo. They need to look professional and follow Facebook guidance.

4



Finish setting up your Page

Adding more details can help you grow your audience.

Contact

Phone number

Email

Website

Location

Address

City/town

Zip code

Hours

Add your business hours so search results show when your location is open.

☐ No hours available
Don't show any hours.

☐ Always open
You're open 24 hours every day.

☐ Open at selected hours
Enter your specific hours.

Customize your action button

Prefer email to messaging, or want to drive traffic to your site? Choose an option based on the engagement you want.

Add Action Button

You will then be asked to fill out a basic information section and complete the 'about' section.

This should describe your business in a few sentences to attract potential customers. It's also useful to include a link to your website.

Now, the basics are done!
But creating a page is just the start of the journey...

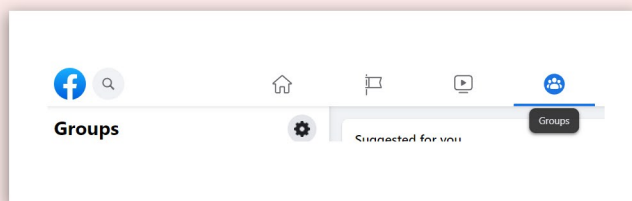
Joining Facebook Groups

Facebook users come together in groups based on hobbies, interests, activities and campaigns. Used wisely, they can be a great new way to showcase your business.

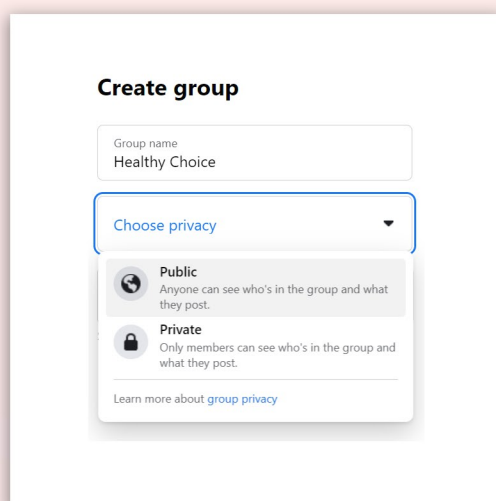
Look for groups related to your business that your customers will use. Join, follow them and get involved. Groups are probably not the place for direct advertising or the hard sell, but they are a good way to get known by the right kind of people.

You could also consider forming your own group. It's a great way of generating interest and creating a community related to your business.

- 1 From your Business Page, click on the Menu icon, Groups, then Create New Group.



- 2 You'll be asked to name your group and set privacy options. It makes sense to have a public group ultimately, but you can keep it private for friends initially, if that's more comfortable.



3

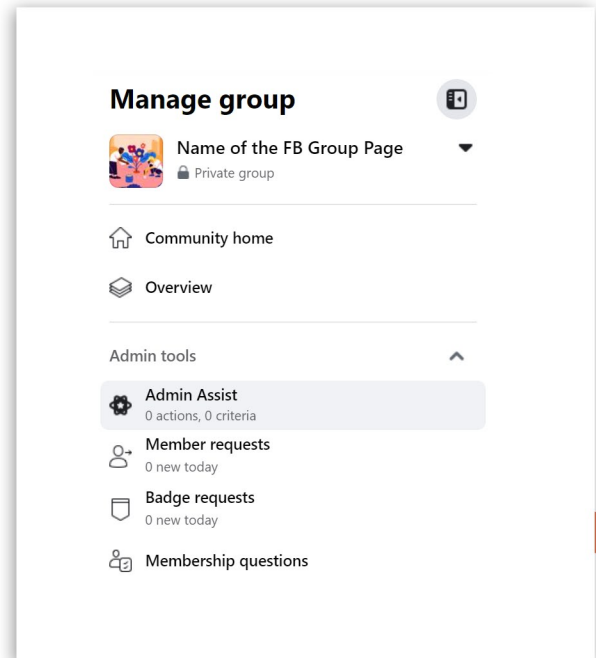
You'll need to select a cover image. Keep it high-quality and professional.

4

You're ready to Create the Group and invite friends.

5

There are dozens of admin tools, settings and features you can use to control how your group looks and operates including badges, membership and post approvals, live streaming and content creation options.



The real benefit of a group for your business is active engagement, so creating the group is the easy part. Use it to post news, views and talking points regularly. The goal is to create a growing online community.

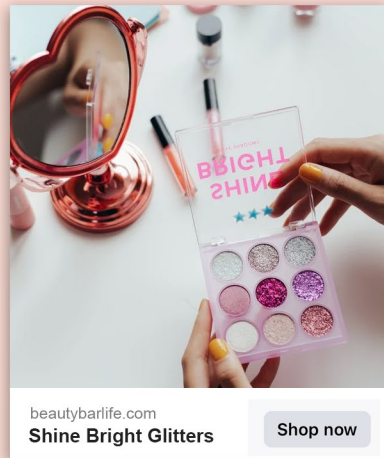
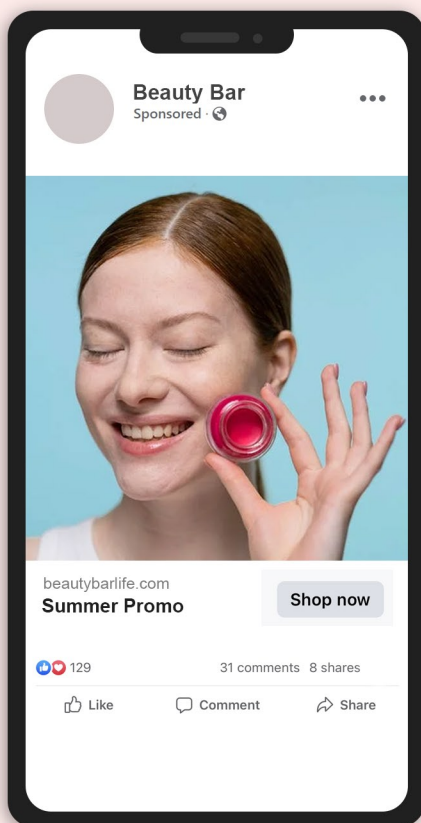


Paying for Facebook Ads

Facebook is a free service to end-users, funded by a sophisticated network of advertising.

If you want to reach your target audience quicker, you can use Facebook Ads, which place your product or service directly in front of your chosen audience.

It's pay-per-click so can be very cost-effective. To create Facebook adverts, go to business.facebook.com/adsmanager



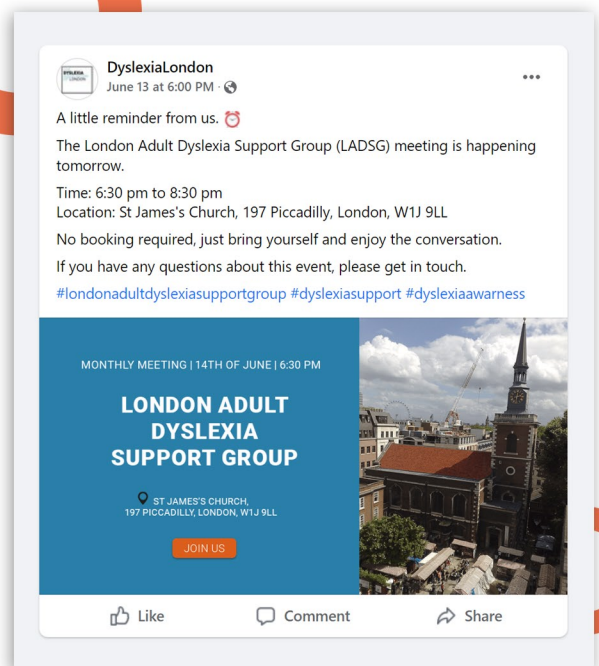
Types of Facebook Posts

Once you have published your business page, you need to post content. Consistency is key for growth so it's best to post a couple of times a week, as a minimum.

▶ Statuses

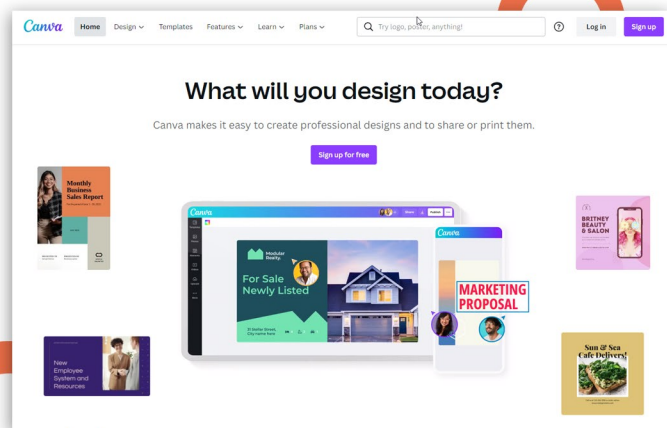
You'll likely be familiar with statuses if you have a personal Facebook profile. Statuses are usually a quick update on how someone is feeling about an event or activity.

A status may be useful for a company page when you're attending an event or promoting one. For example, tell your customers where to find you or how to book tickets to attend.



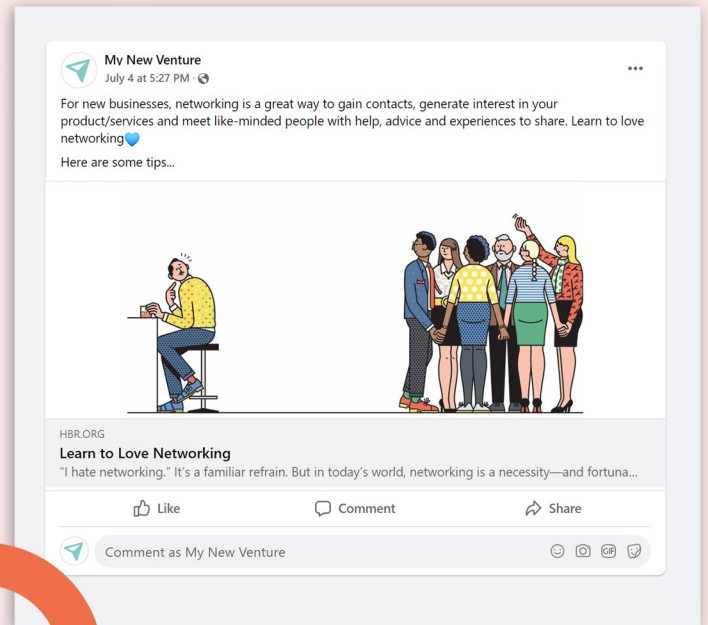
▶ Images

Facebook is a great platform to share photos or infographics to sell your products or services. You can describe their features and benefits and capture the imagination and attention of your audience. Canva is a great tool for creating good quality graphics for social media.



Links

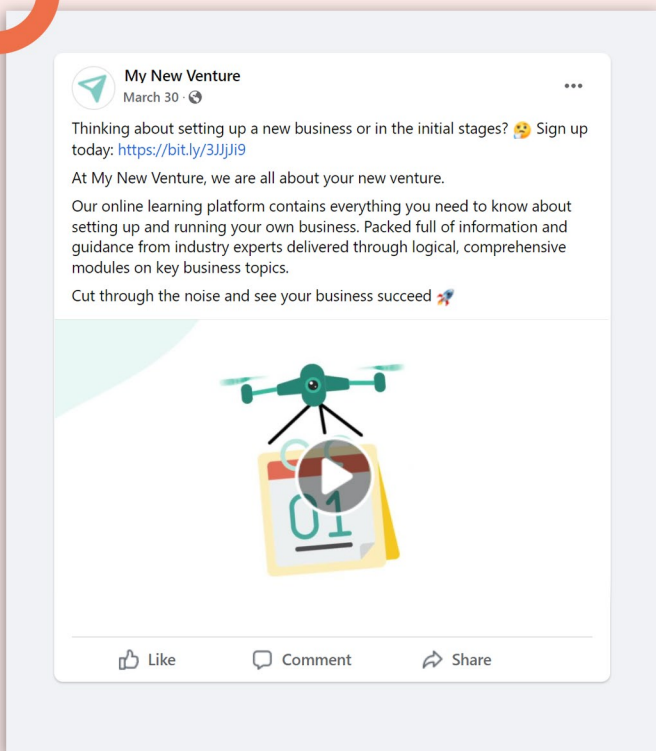
Use Facebook to link to your website or other articles your audience might find useful. Copy and paste the link and add a caption explaining why it's a good read. Take care not to go 'link crazy' though.



Videos

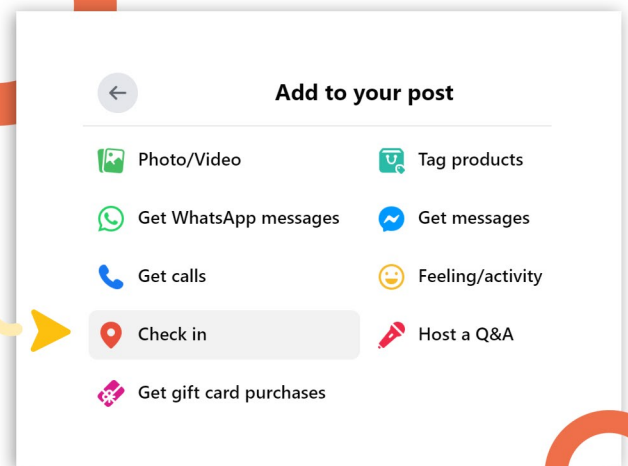
You can post videos and include a caption to give them a wider context. For example, why not post a tour around your office, a product video or some visuals of a job/piece of work you completed for a client recently.

You can broadcast video too. Use the Facebook Live function to stream content in the moment.



➤ Location Check In

Depending on your products or services, your customers might be interested when you visit notable places. 'Checking-in' lets them know where you are.

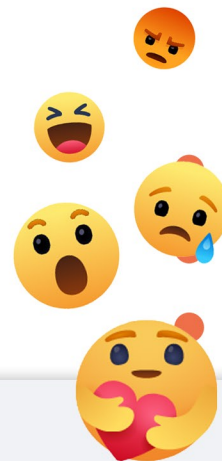


Measures of Success



Likes

Facebook users can give content they like a virtual thumbs up. The more likes you get, the more your content is being enjoyed by other users.



Reactions

Like is just one possible reaction. Users can choose 'Love, Haha, Wow, Sad, Angry' emoticons to indicate their feelings about your content too. The last two might mean you need to rethink your post.



Replies

Posting engaging content and asking for input will encourage people to comment on your post. Replies prove you're doing something right.

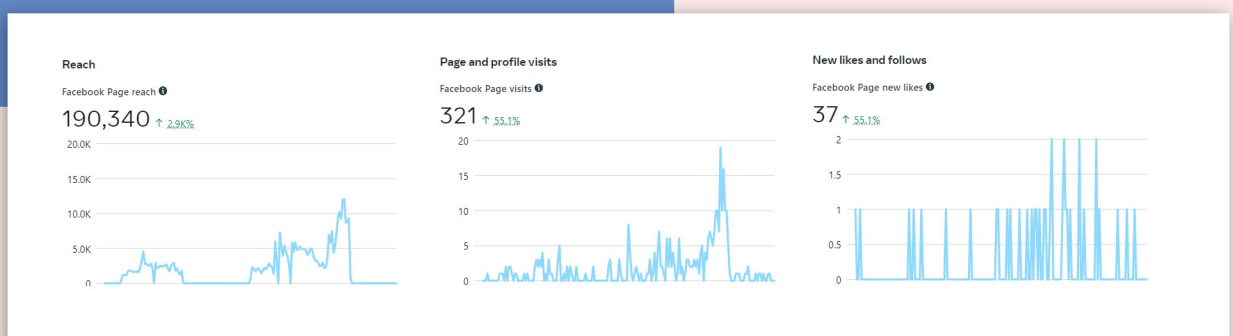
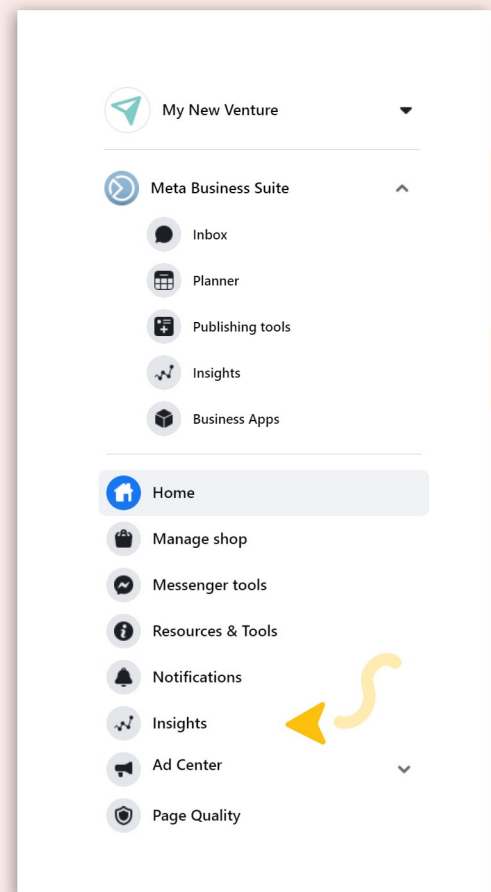


Shares

People sharing your content on their own profiles or in groups, is another sign you're doing the right thing. It all helps spread the word.

As well as the above simple measures, if you want to do some deep analysis you can use the **Facebook Insights** tool.

It measures a whole range of statistics to show you how your posts are performing, how many people are visiting you and how your page is growing.





Summary

82% of buyers say a Facebook page makes a company feel more trustworthy. If someone trusts you, they are more likely to buy from you. Almost 70% of all consumer businesses have generated leads via Facebook.

As a platform, it is incredibly accessible and interactive. It's an easy way to find potential customers. It does take commitment to regularly post content to grow your profile and you do need to manage your reputation carefully, but Facebook remains a vital tool for most small businesses and entrepreneurs looking to reach customers.