



Digital Marketing

How to set up your Facebook Business Page like a boss.

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You may not think so but, Facebook still reigns King in the social media world. According to an article from Sprout Social, overall engagement on the platform is actually up.

Facebook is still the most active social network, therefore, it's a prime place to build your presence, especially if you are a B2B or B2C company. And if you're serving a local audience, a Facebook page is an absolute must.

Your Facebook presence is basically your business' central hub away from your website, allowing you to do the following:

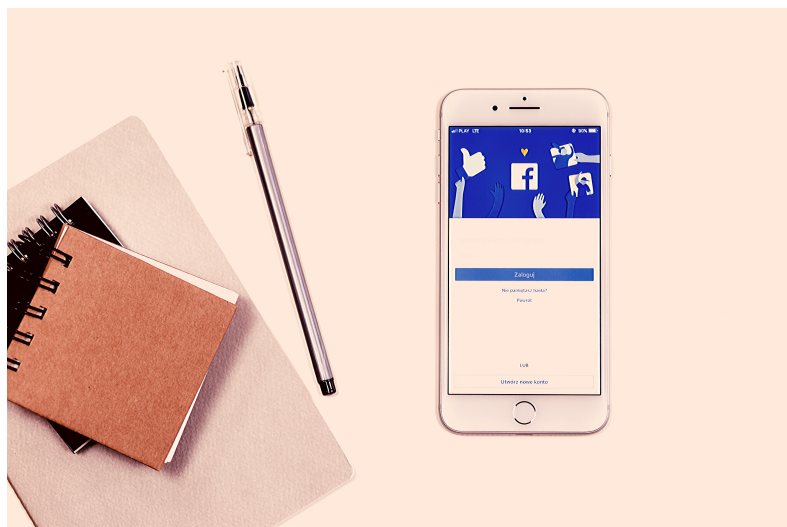
- Curate customer reviews.
- Run Facebook-exclusive promotions and ads.
- Engage with customers and answer any questions from potential prospects
- Create brand awareness
- Boost your business' organic search rankings.
- Allow customers to book appointments.

So, how do you create your Facebook business page like the one above? Read on because we've got you covered!

How to create the perfect Facebook business Page step-by-step

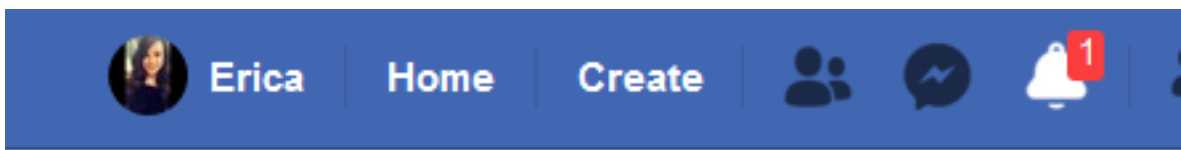
Although it may be pretty simple to create a Facebook business Page, optimizing your Page for engagement requires some attention to detail.

In this tutorial, we've broken down everything you need to know to optimize your business' presence.

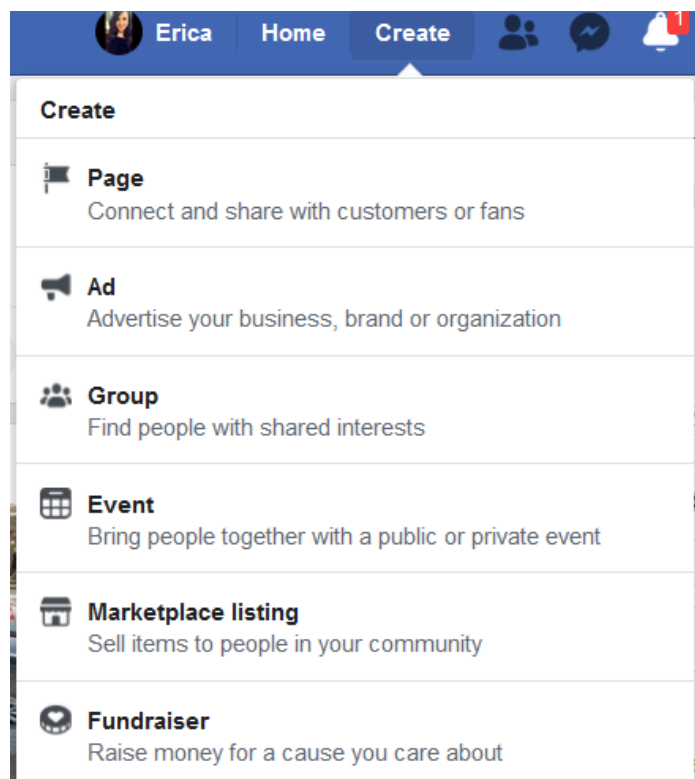


Step #1: Create your Facebook Page and choose a category

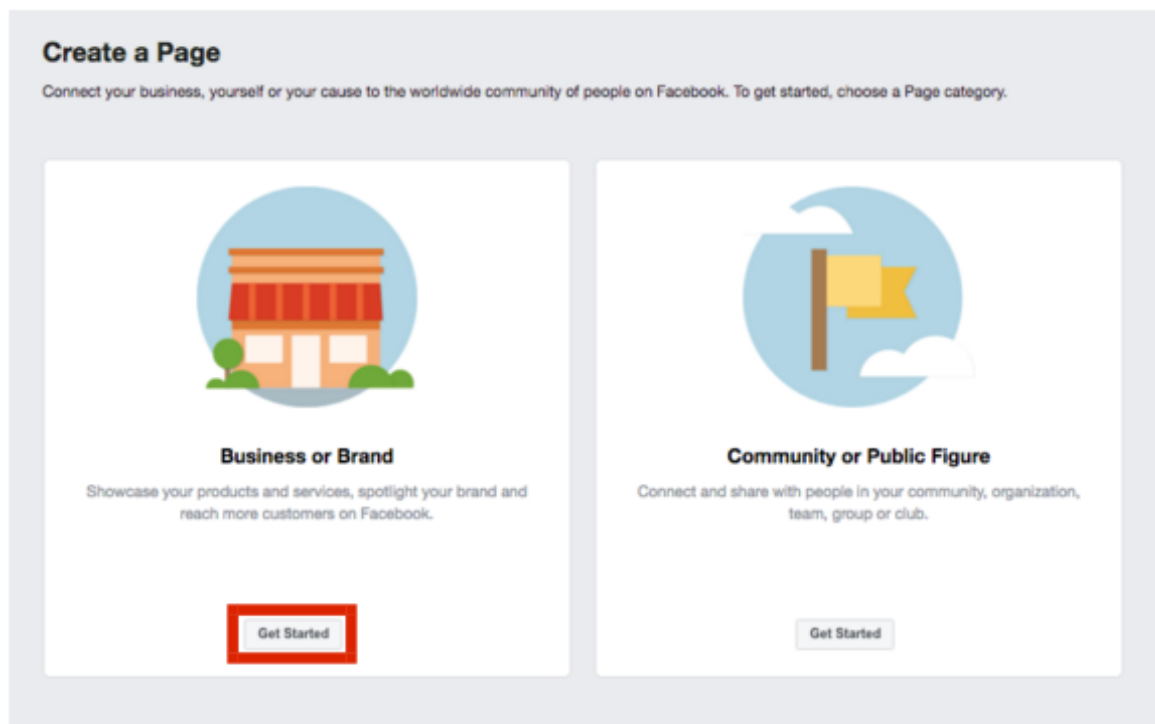
First, Facebook business pages are created using a personal Facebook account, so you'll need to first log in to your Facebook account. In the right-hand side of the blue toolbar, find and click the "Create" button.



Select "Page" from the Menu drop-down list will appear after clicking "Create." Select the first option, "Page," to create your Facebook Business Page.

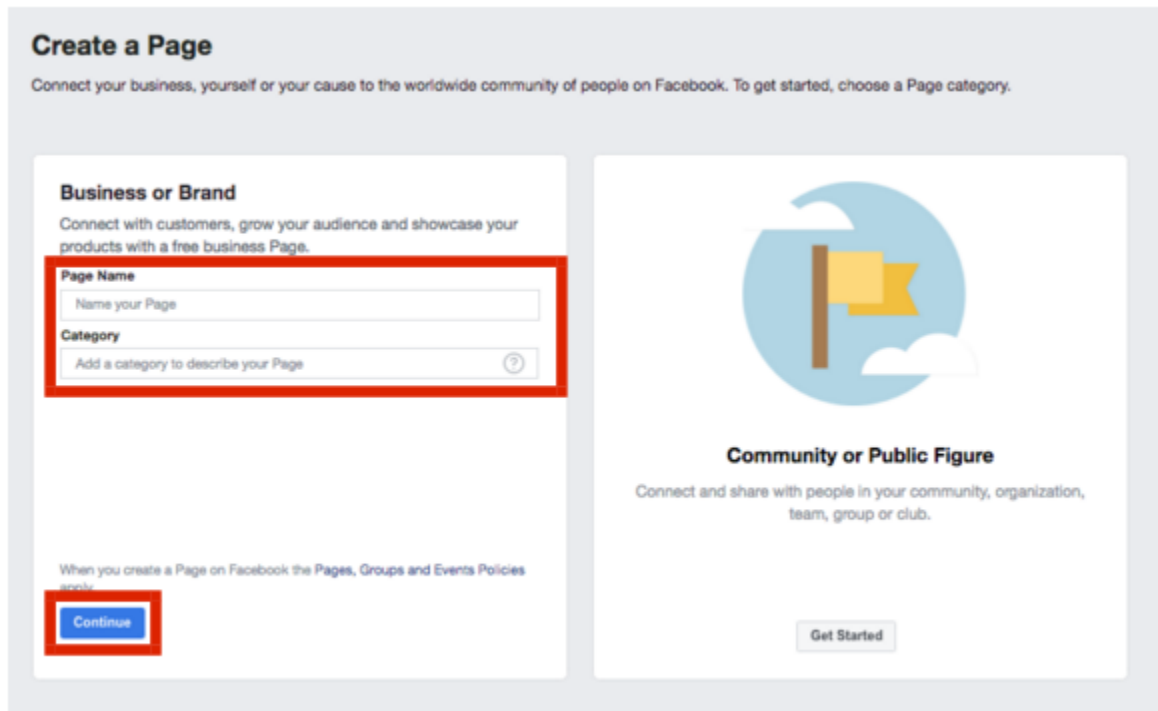


Choose a Page Category: You will have the option between two page categories—a “Business or Brand” or “Community or Public Figure.” Most for-profit businesses will want to choose Business or Brand.



Step #2: Enter Your Business Information

Type in what you want the name of your business page to be. This should be the same as your actual business name. Then, choose a business category that best represents what your business offers. For example, a real estate agent would enter "real estate" "real estate services," which will then pre-populate a list of related options for you to choose from.

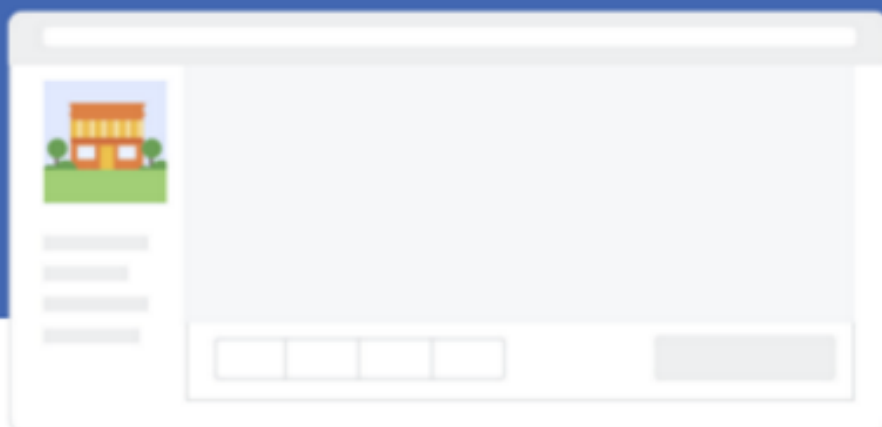


Step #3: Upload Your Profile Picture & Cover Photo

Businesses commonly use their logo as a profile picture, but you may use any photo that represents your business and brand. Be sure your image is high quality and doesn't get cropped.

A cover photo is the background image that appears on your Facebook Business Page. You want your cover photo to be appealing and representative to your business. Your cover photo should be at least 400 pixels wide by 150 pixels tall. If you are having trouble finding a cover image, you can create one for free using Canva. You can easily customize without any graphic design skills.

Add a Profile Picture
Help people find your Page by adding a photo.

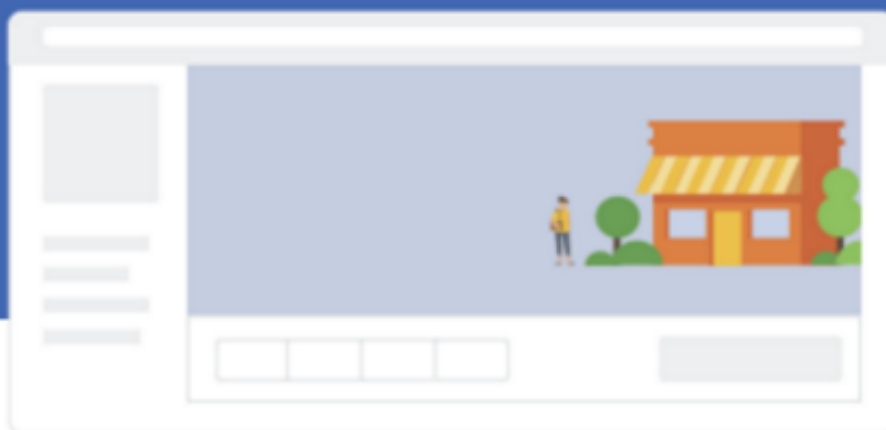


Step 1 of 2

Skip

 Upload a Profile Picture

Add a Cover Photo
Pages with cover photos typically get more Page likes and visits.



Step 2 of 2

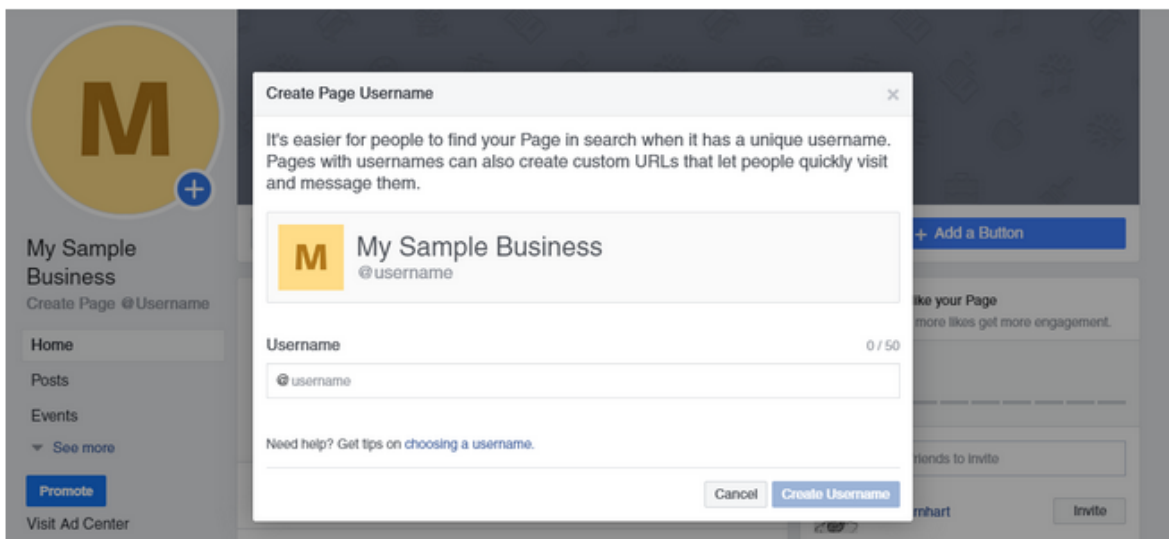
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 Upload a Cover Photo

Step #4: Pick your @username and URL

Try to use your business' name or a URL that matches the rest of your social @handles. Shorter URLs are ideal and typically easier to remember.

If your business' name is taken, consider adding a term related to your product or industry (@carradospizza), a business-related suffix (@sunrisecoffeeco) or a location-specific term (@graphpicdesignCHI).



Step #5: Fill out your business KEY details

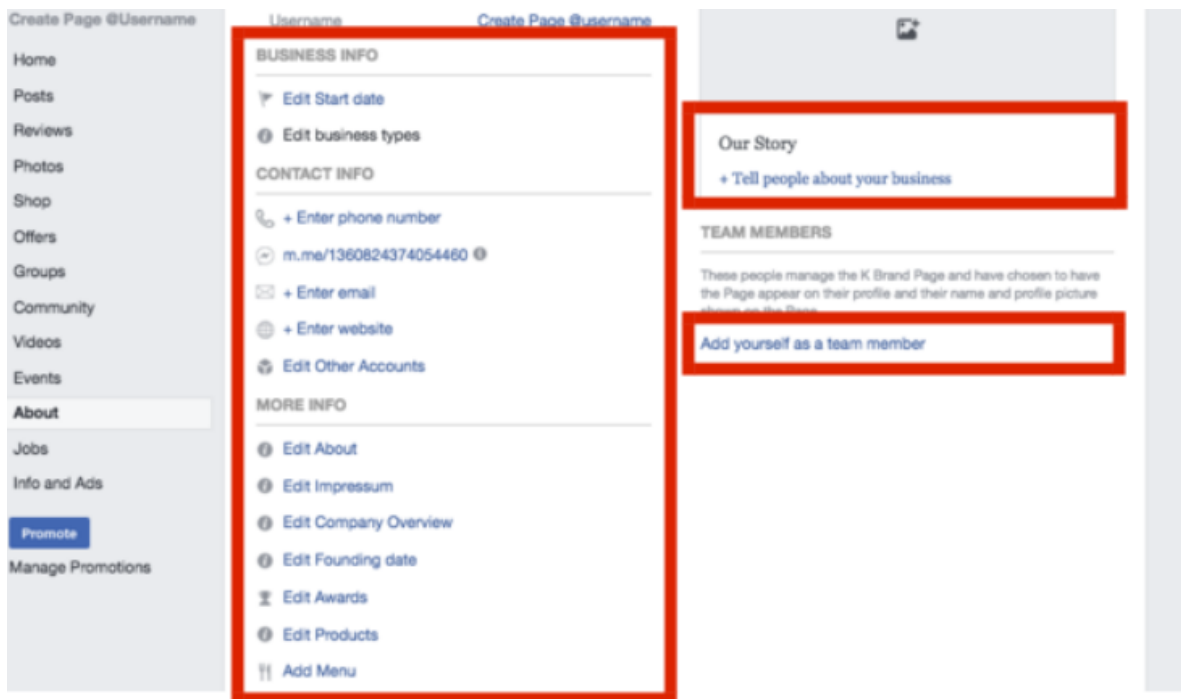
Selecting "Edit Page Info" again, make a point to fill out as much information and go into as much detail as possible.

Details such as your contact information (email, phone number), hours and location are absolutely essential for determining whether or not someone can actually reach your business via Facebook.

Make sure that your page actually links to your website and your Google Maps listing works.

Another key piece of your "About" tab is the summary under "More Info." Here's where you can get creative highlights your company's unique story, personality and relevant products or services that you offer.

This isn't a place to put your keywords but rather be personable and summarize what you're all about.

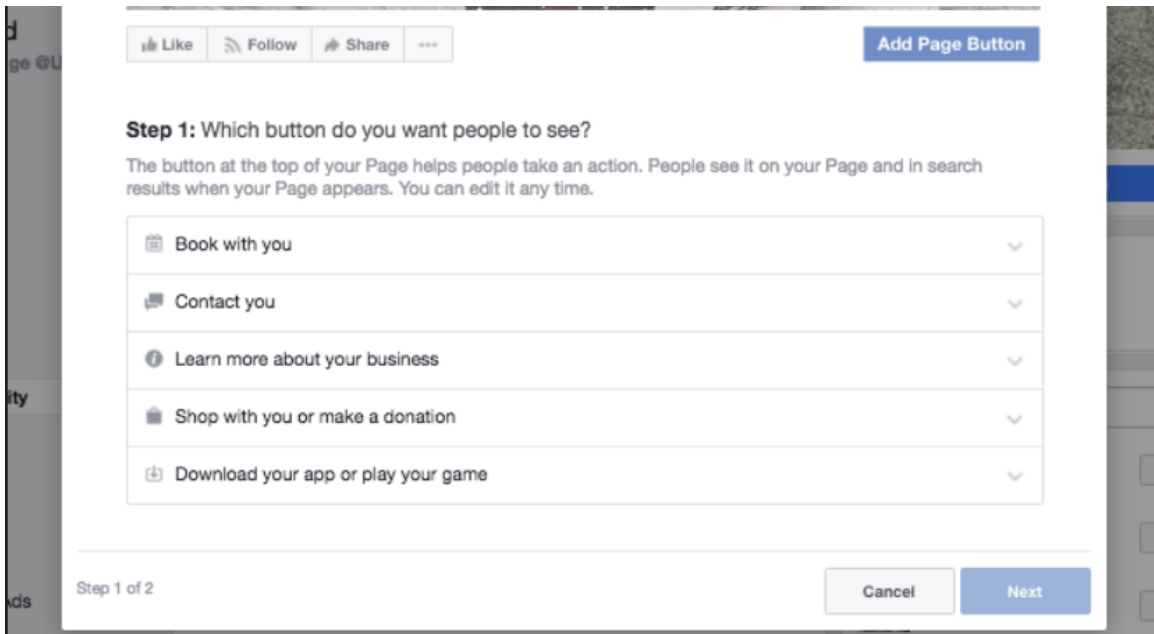


Step #6: Use a call-to-action

Facebook makes it simple to drive traffic to your website through a call-to-action button. You can find this feature under your cover photo.

Facebook provides an option to link your CTA button with your appointment-setting software or e-commerce platform. You can also use the button to send traffic to a specific website or landing page.

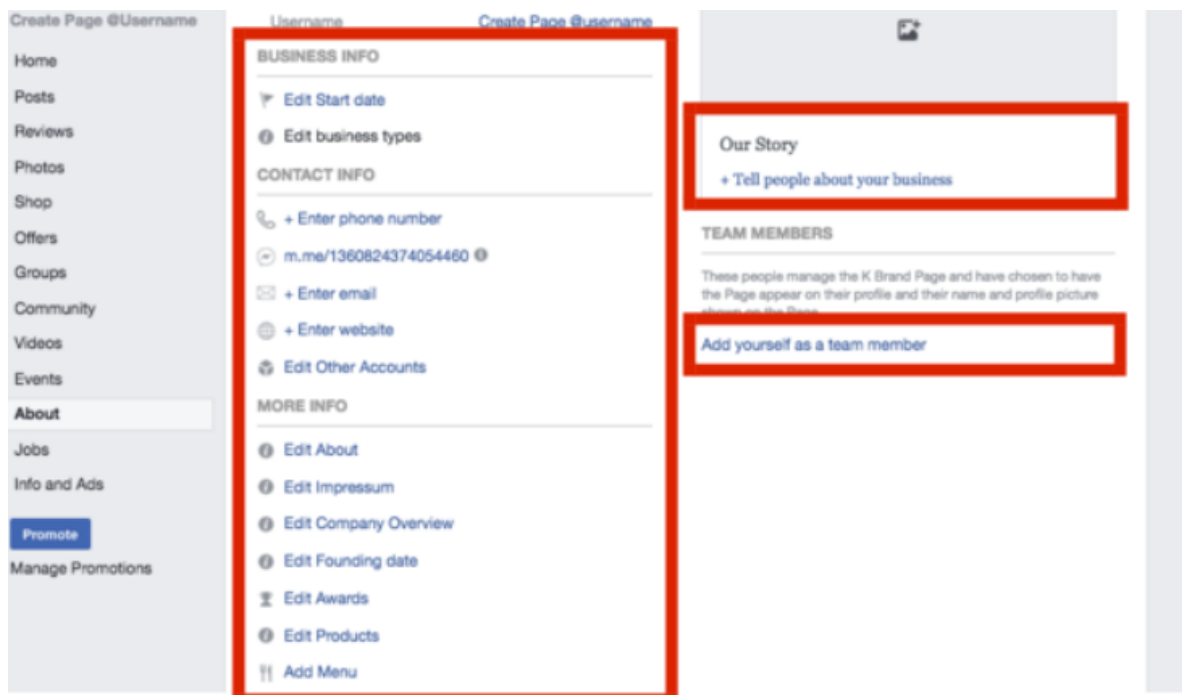
Make sure you ABSOLUTELY have a call-to-action button on your Facebook, this is a crucial piece of your business page if your end-goal is more traffic or bookings.



Step #7: Enable the services tab and fill out your details

Now, this step may not be possible depending on which type of business you run, but it is highly recommended.

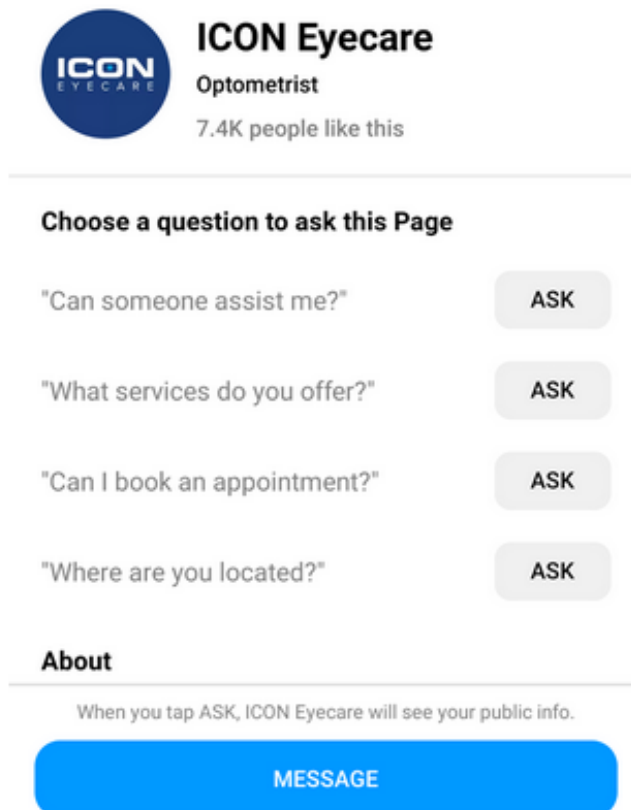
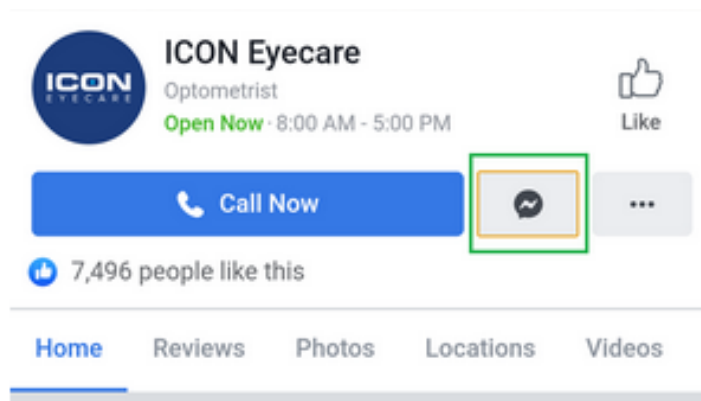
The "Services" tab allows you to highlight your business' specific offerings in detail. As an added bonus, it also acts as a subtle SEO opportunity that can actually help your Facebook page rank for relevant keywords in Google.



Step #8: Messenger

Go to "Settings and select "Messaging."

You are able to customize your Facebook messenger with auto-replies, away messages and other greetings to ensure that visitors get the information they need when they try to get in touch.



9: Enable customer reviews

If you're a small business, it's recommended that you should set up reviews for your Facebook business Page.

This is a great way to curate social proof, positive comments, and credibility. Likewise, reviews automatically populate on your Page and showcase what your customers like about your business.

Note: Facebook star ratings actually show up within Facebook and Google searches. Having good feedback on display can set you apart from your competition when prospects are looking you up.

With these 9 steps your company's Facebook page is ready for business!