How to Navigate Facebook for Businesses

DESIGNED BY:

downtown SACRAMENTO PARTNERSHIP

What is Facebook?

Social media platform for networking with friends, family, public figures, news organizations and businesses.

Accessible on mobile devices and web browsers.

A prominent platform to promote businesses, skills and create digital communities.

Why is Facebook an important tool for business owners?

Facebook uses Search Engine Optimization (SEO) throughout their platform. When you make a post, it increases the quantity of traffic to your Facebook page.

Bridges business to consumer relationships. Businesses can communicate their products more effectively and respond to inquiries quicker.

Facebook Profile

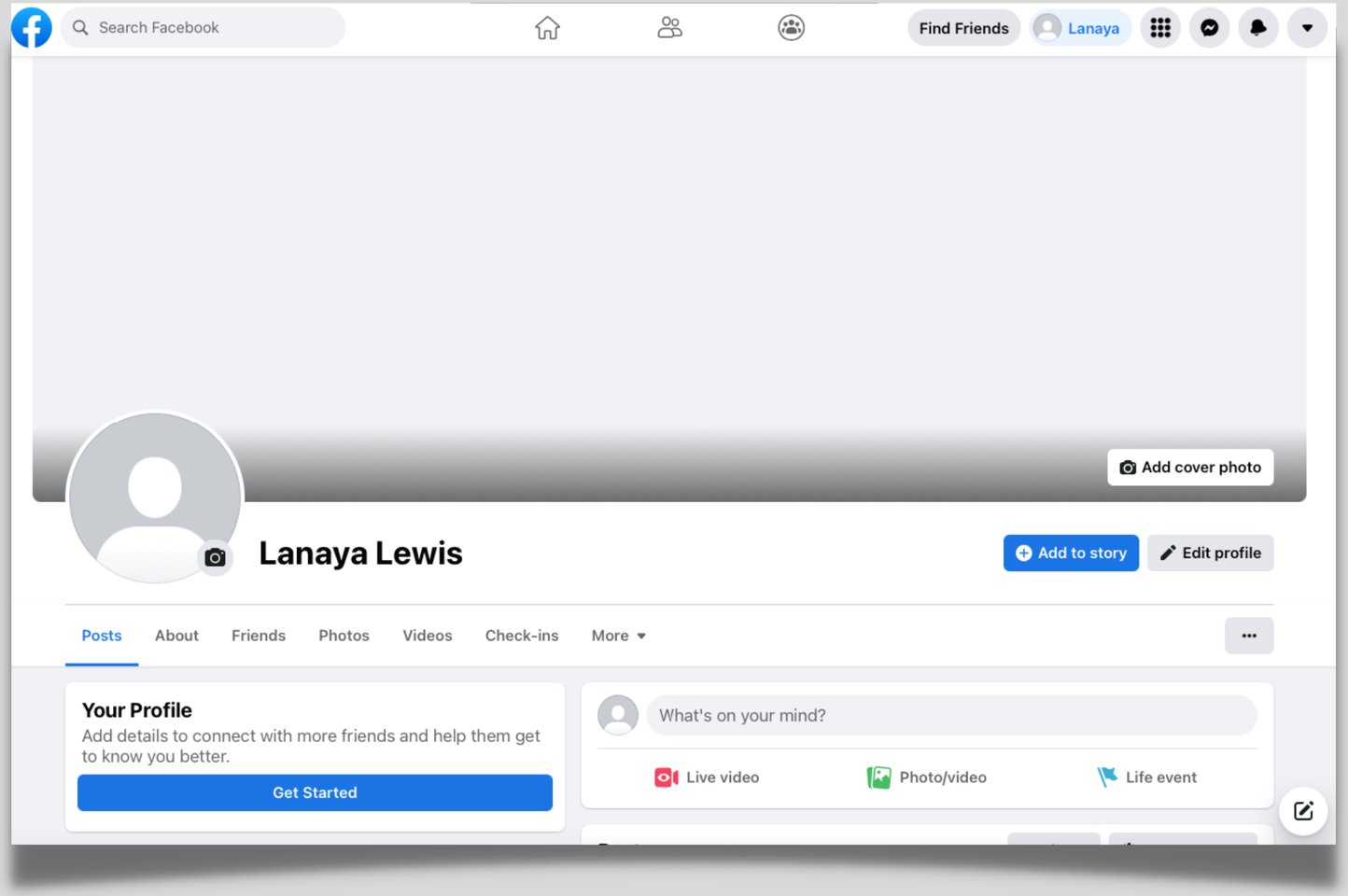
Sign up for a personal account

In order to create a Facebook business page, you must have an active personal Facebook account.

TIP:

If you don't personally use social media often, create an "administrative" personal account for your team.

Your business email can be tied the account and you will always have access, even if your social media manager no longer works for your business.



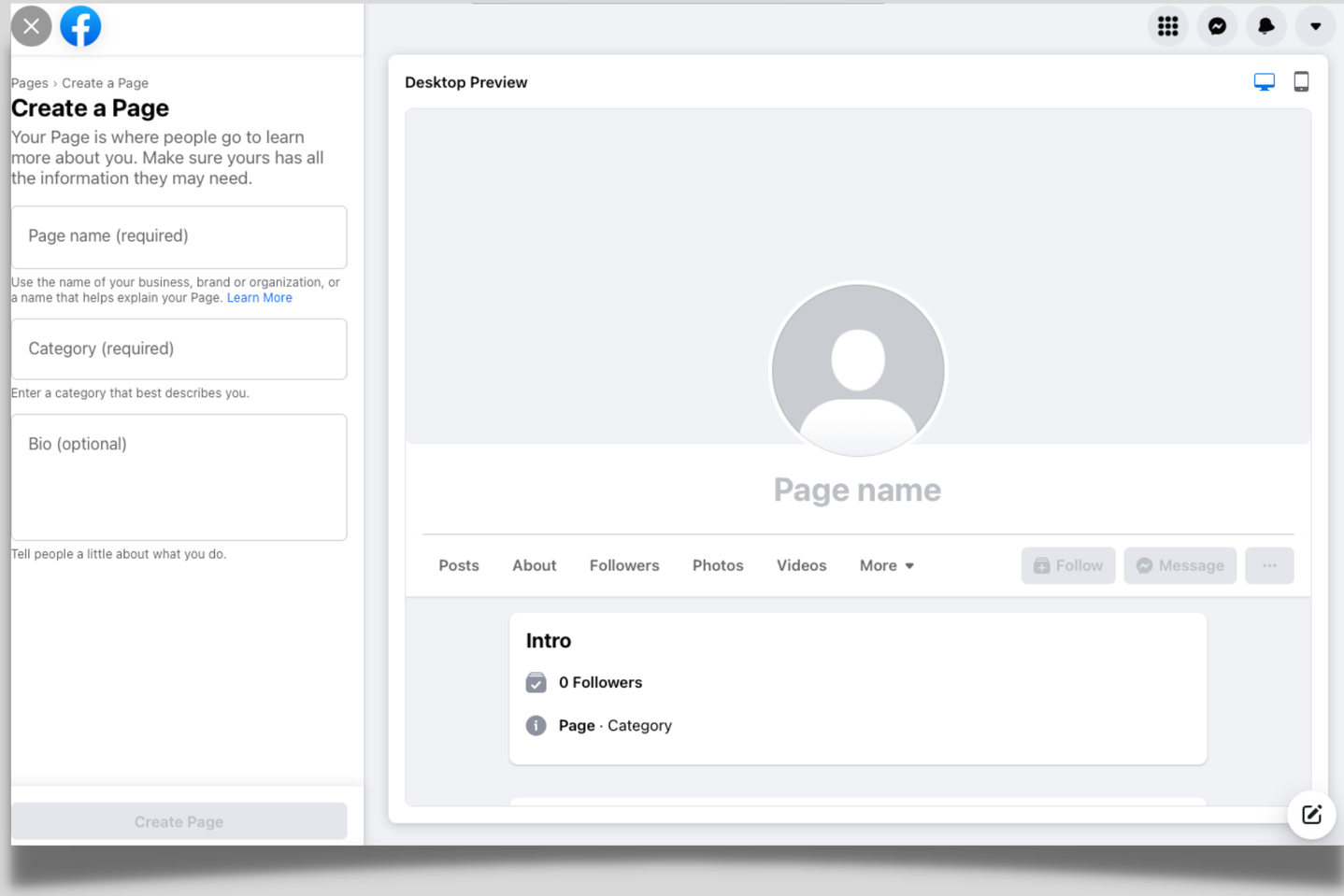
Creating a Business Page

Create page

Under the "menu" tab, click "pages."

Then click, "create" to begin inputting information about your business.

Enter your business name, category of business and a short bio/background.

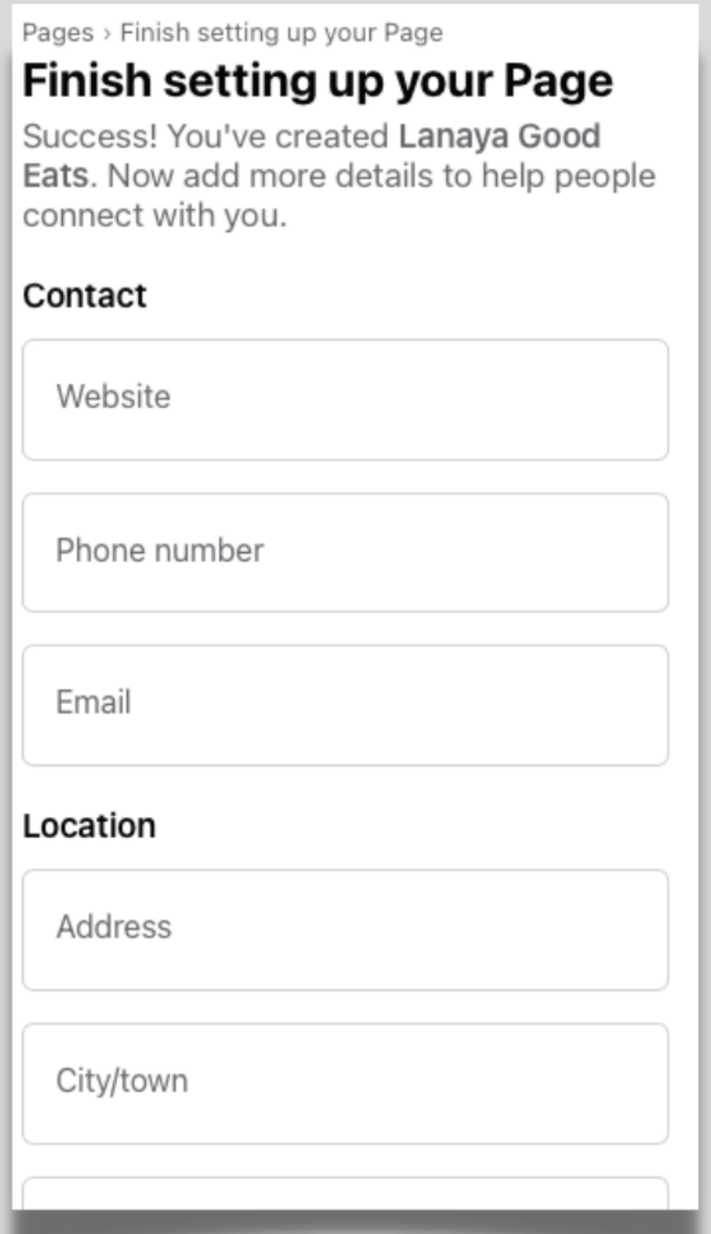


Adding Business Information

Setting up page

After entering your business name, category and bio, input your business contact information and location.

This is important for consumers seeking business in a specific area.

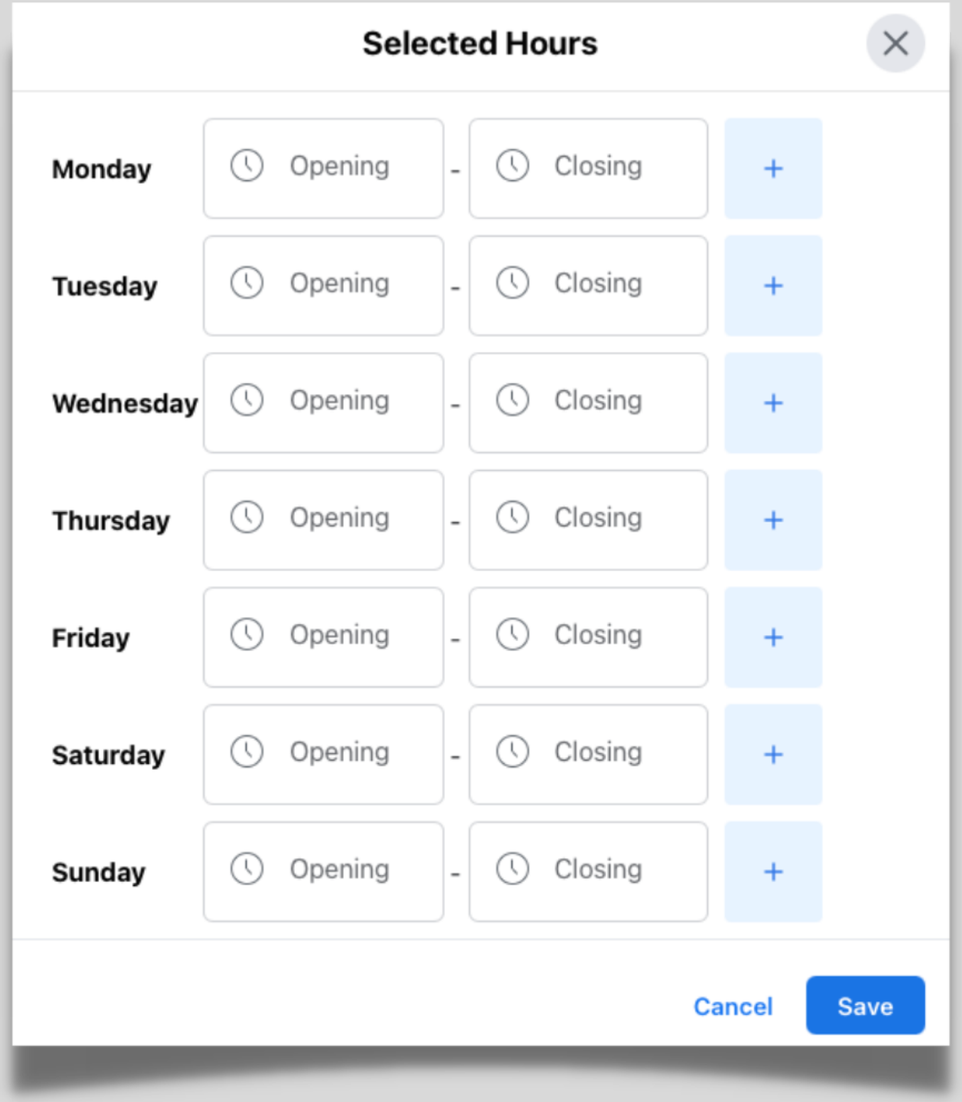


Adding Business Information

Hours of operation

Facebook allows you to post flexible business hours.

You can either set your business as "always open," "standard hours," or you can customize the hours to include when you're closed for breaks, etc.



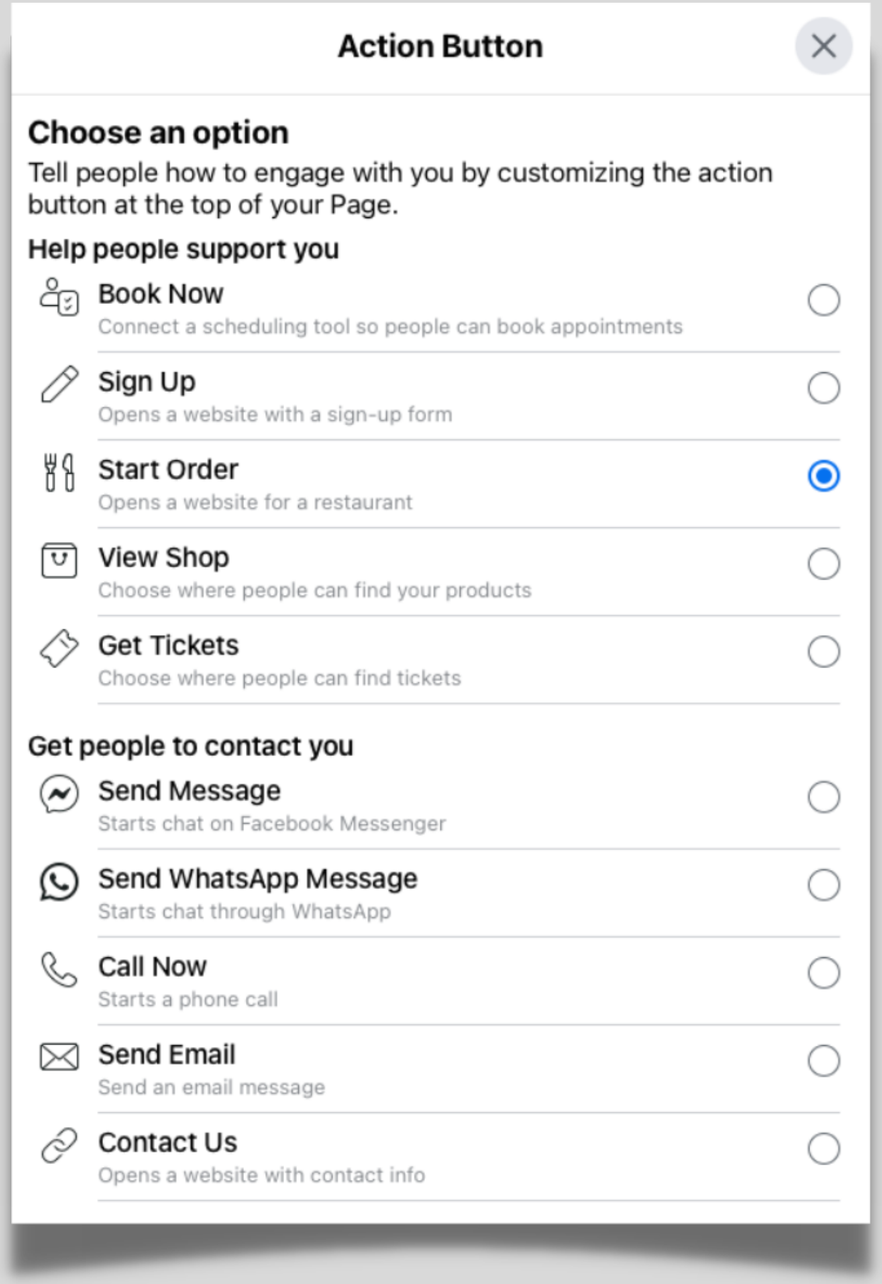
Action Button

Getting consumers engaged

Adding an "action button" will encourage followers to engage with your page and business goals.

There are a number of action button options including sign up, start order, view shop, get tickets, send message, call now.

You can change the action button as frequently as you like.

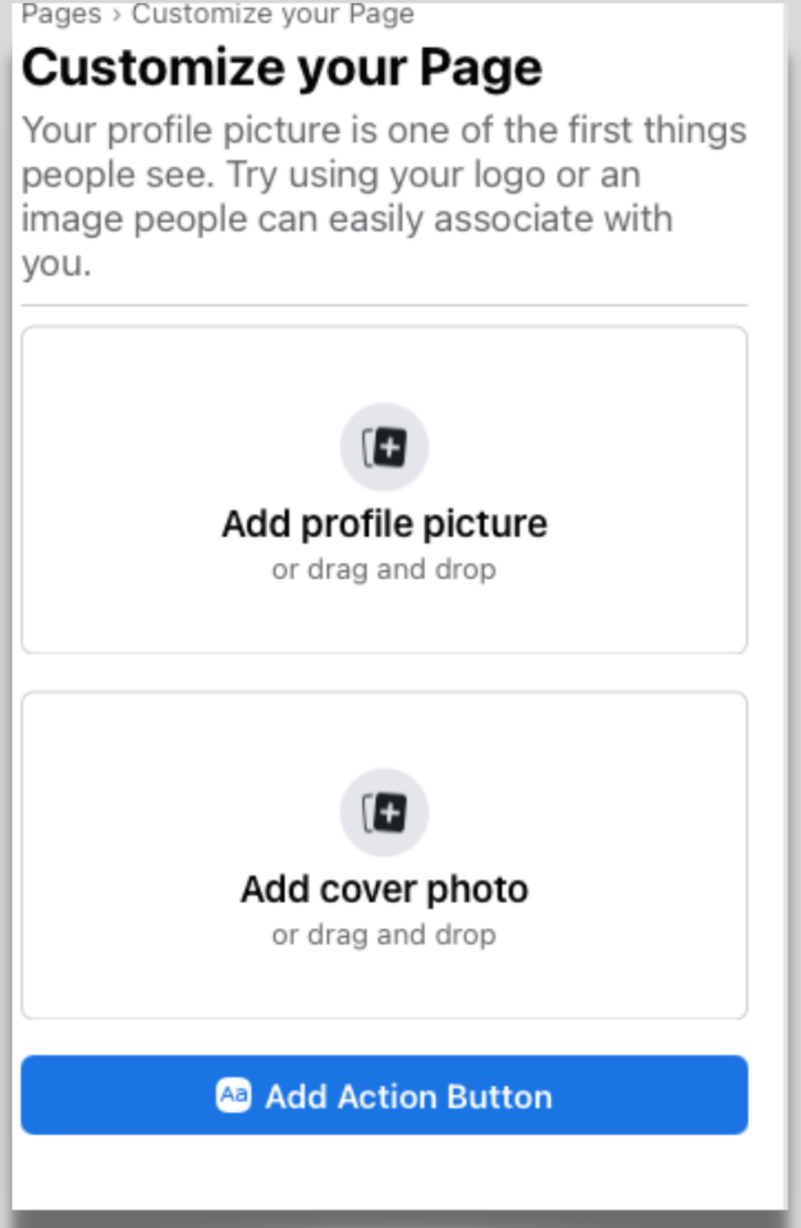


Profile & Cover Picture

Business page image

It's recommended your business profile picture includes your logo or name of business. This will help consumers identify your business and learn your business brand.

For your cover photo, this can be anything. You can promote specials and switch the photo each week, or use it to highlight special programs/events you'll be attending.



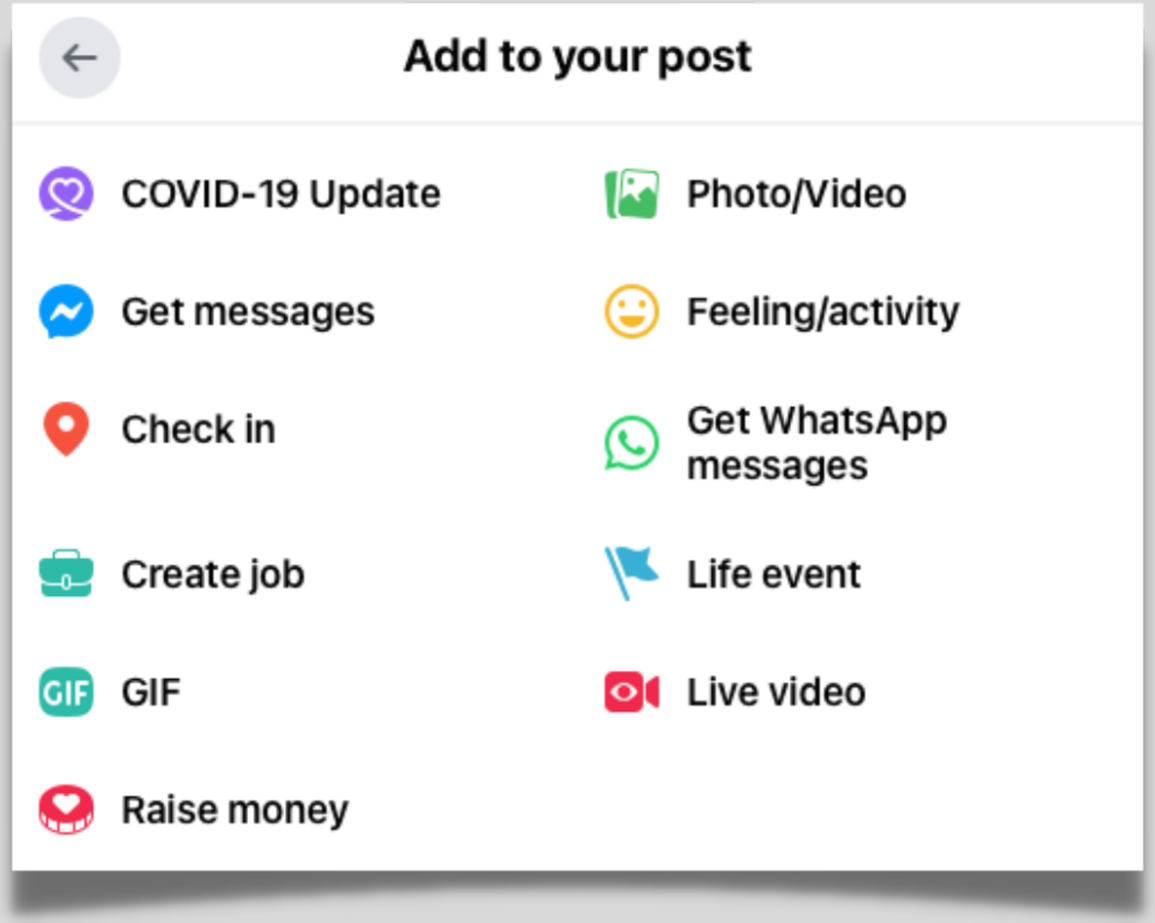
Creating Posts

Posting to Facebook

Facebook is constantly changing what you can post on its platform.

Right now, there's a lengthy list of options to appeal to your consumers. You can schedule live videos, share job openings and start fundraisers.

If you connect other social media platforms to your business page, you'll be able to cross-post. The content you share on Facebook will also display on your other platforms.

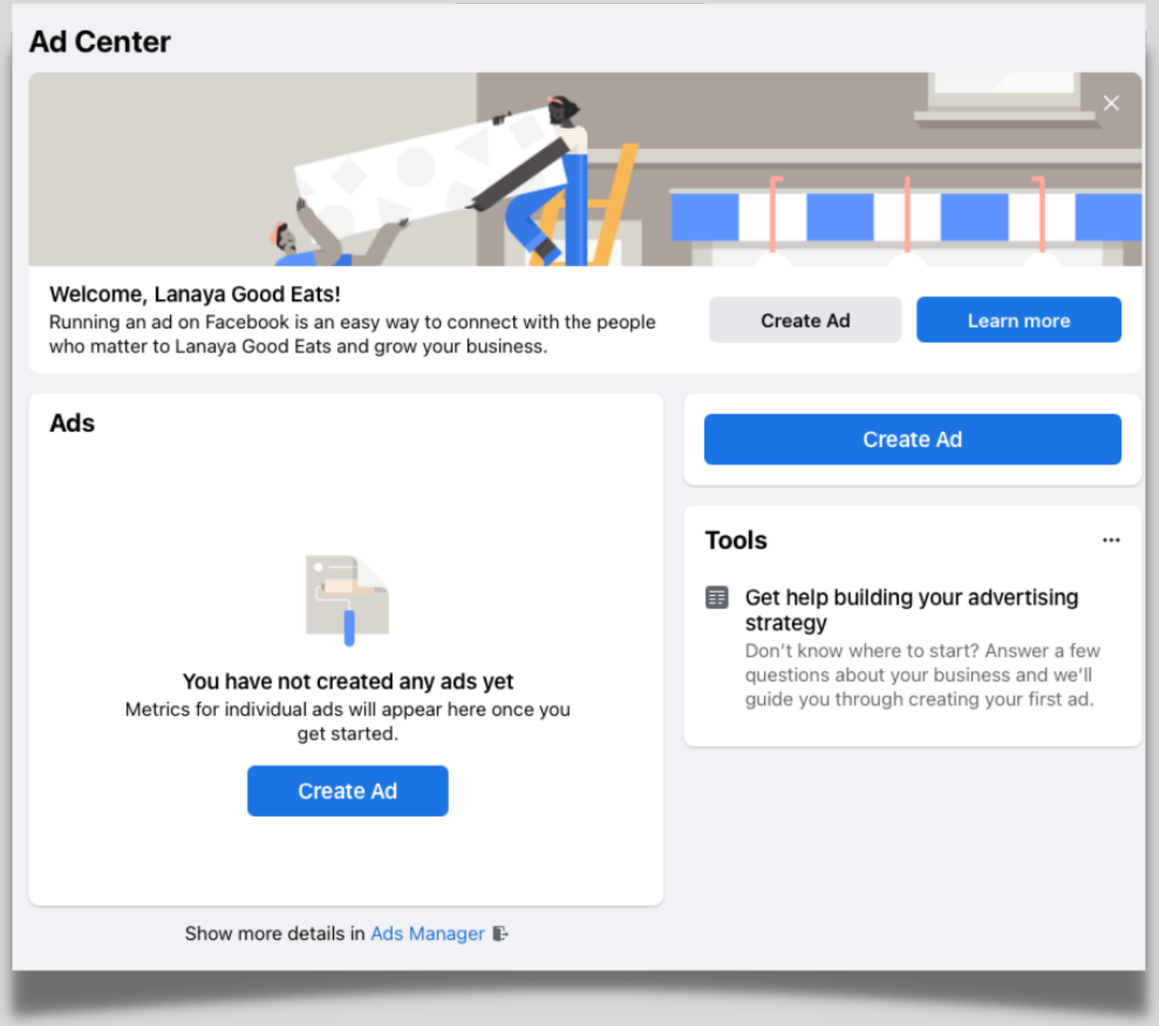


Ad Center

Creating ads to grow business

Facebook allows you to put money towards ads (advertising), and will assist you in reaching a targeted audience.

This will ultimately help your business gain more exposure and market to those interested in your business arena.



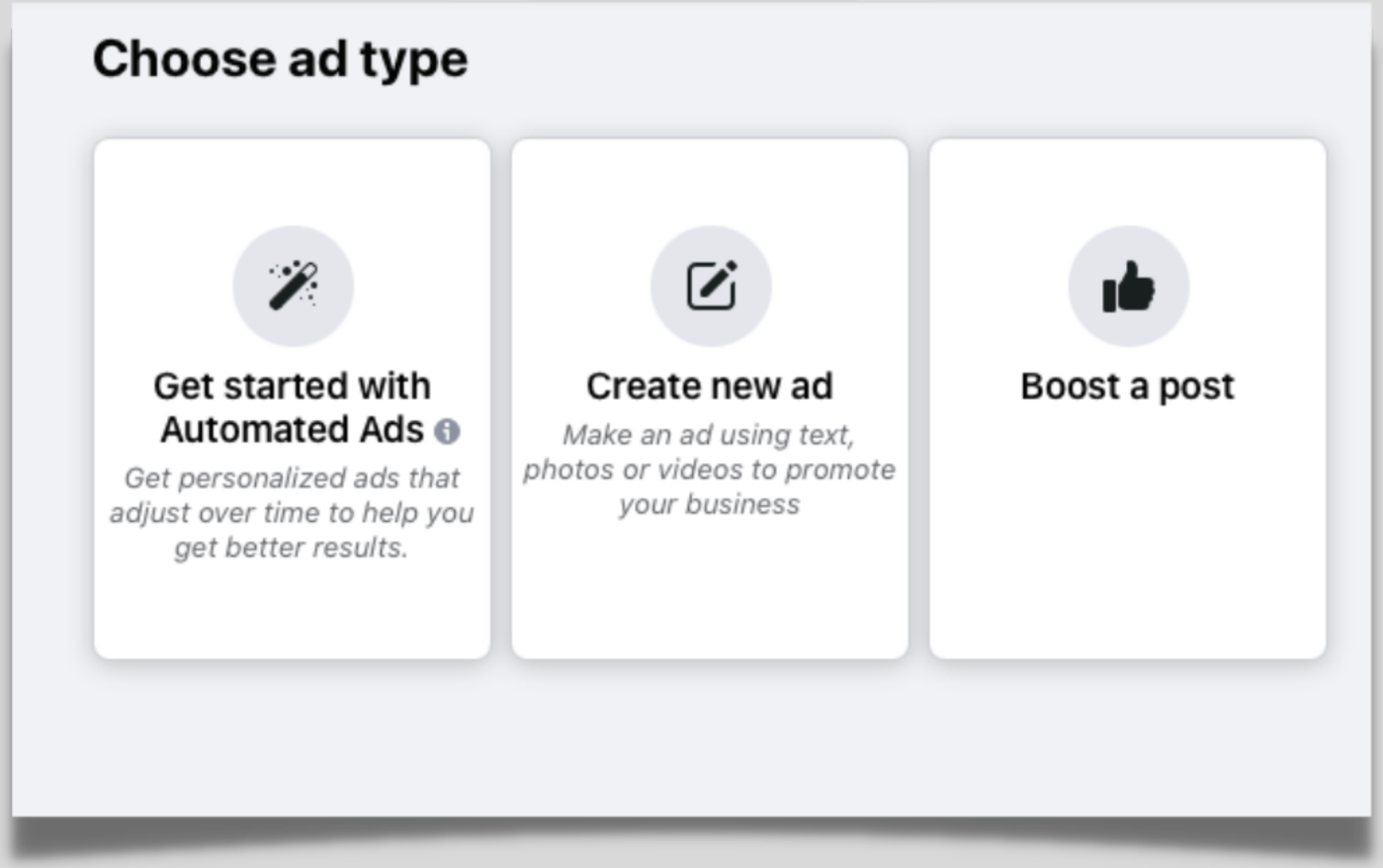
Ad Center

3 Types of Ads

Automated Ads - Facebook will ask you questions to tailor a personalized ad plan.

Creating new ads - Upload text, video or pictures to start a fresh post to advertise.

Boosting a post - Choose an existing post from your business page to advertise.



Creating an Ad

Identifying your ad goals

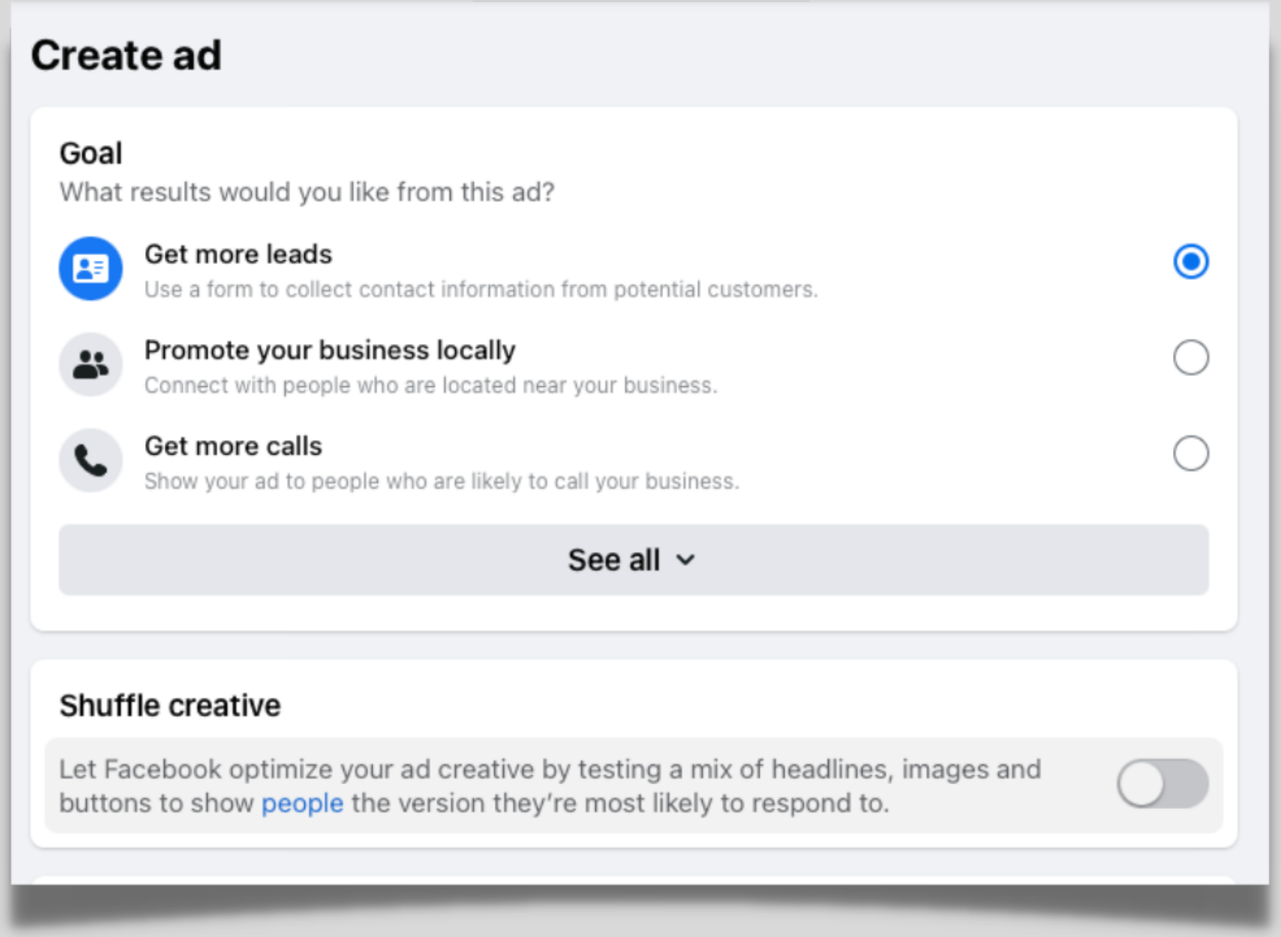
The first step in creating an ad is identifying your audience.

Do you want more people to visit your page?

Do you want more newsletter signups?

Do you want to receive more calls?

Or, do you want more people to engage with your posts (likes, comments and shares)?



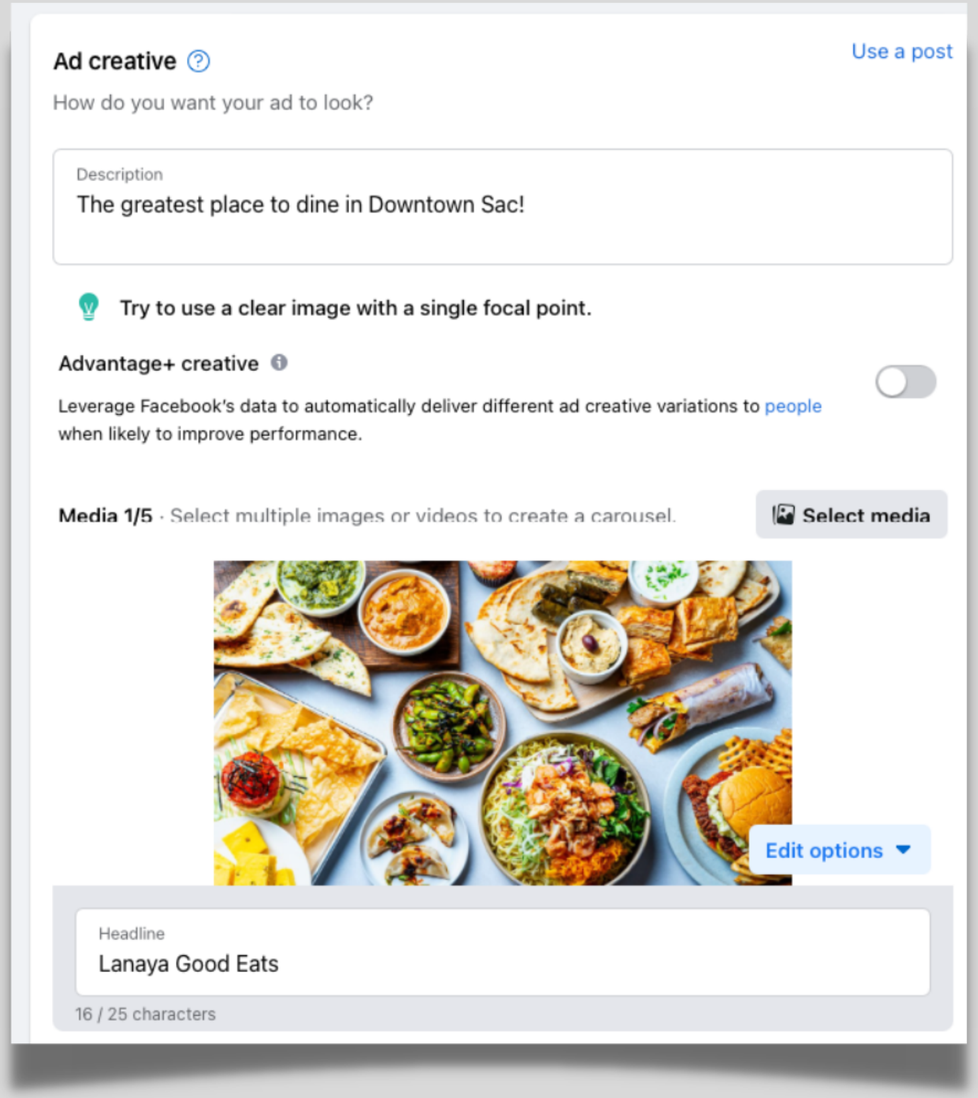
Creating an Ad

Crafting a caption and choosing your media

Create a caption to catch the attention of Facebook users.

You want your ad to stop people from scrolling and make them want to learn more about your business.

Use a photo or video that compliments the caption.



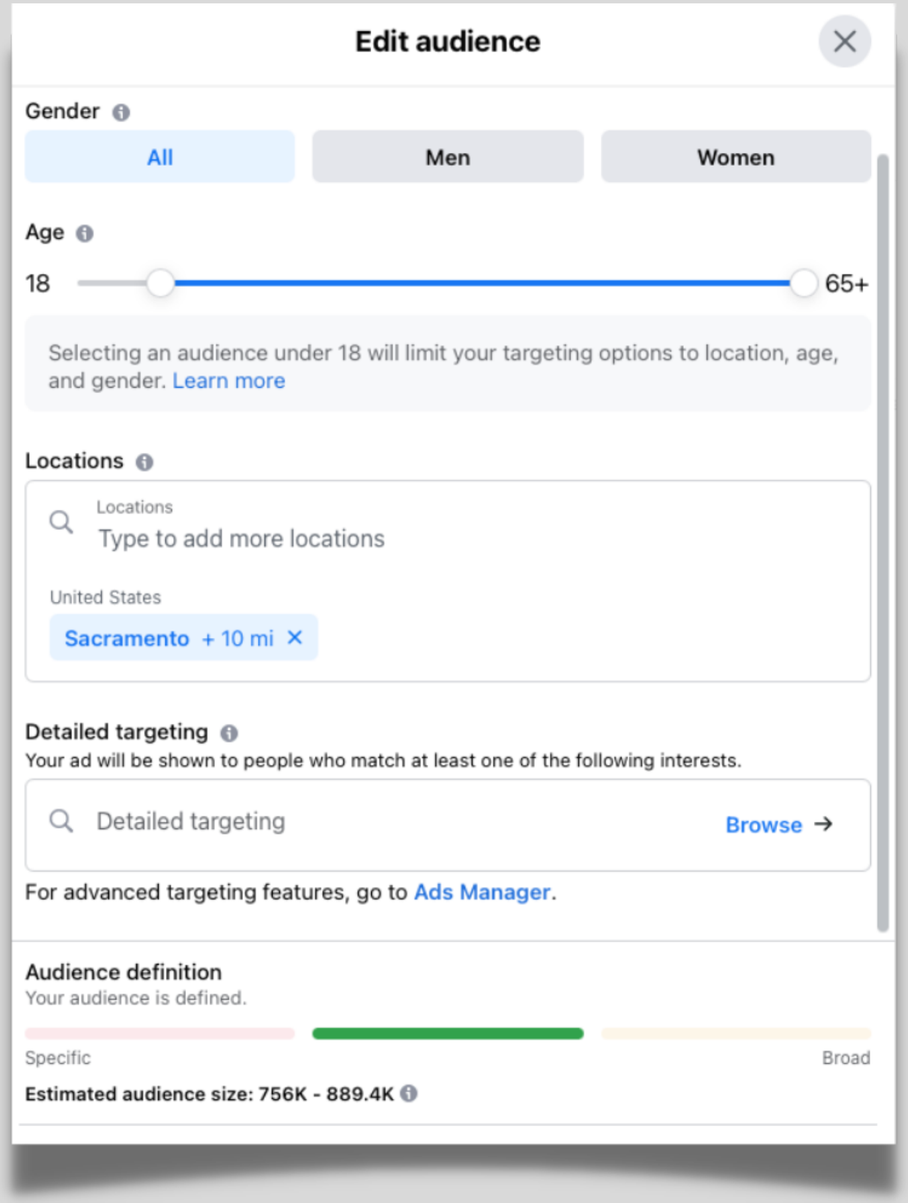
Creating an Ad

Choosing your audience

You have several ways to diversify and target a specific audience.

Choose your gender preference, age range and interests.

Under the locations section, you can get very detailed when entering city, state and country.



Creating an Ad

Deciding duration and budget

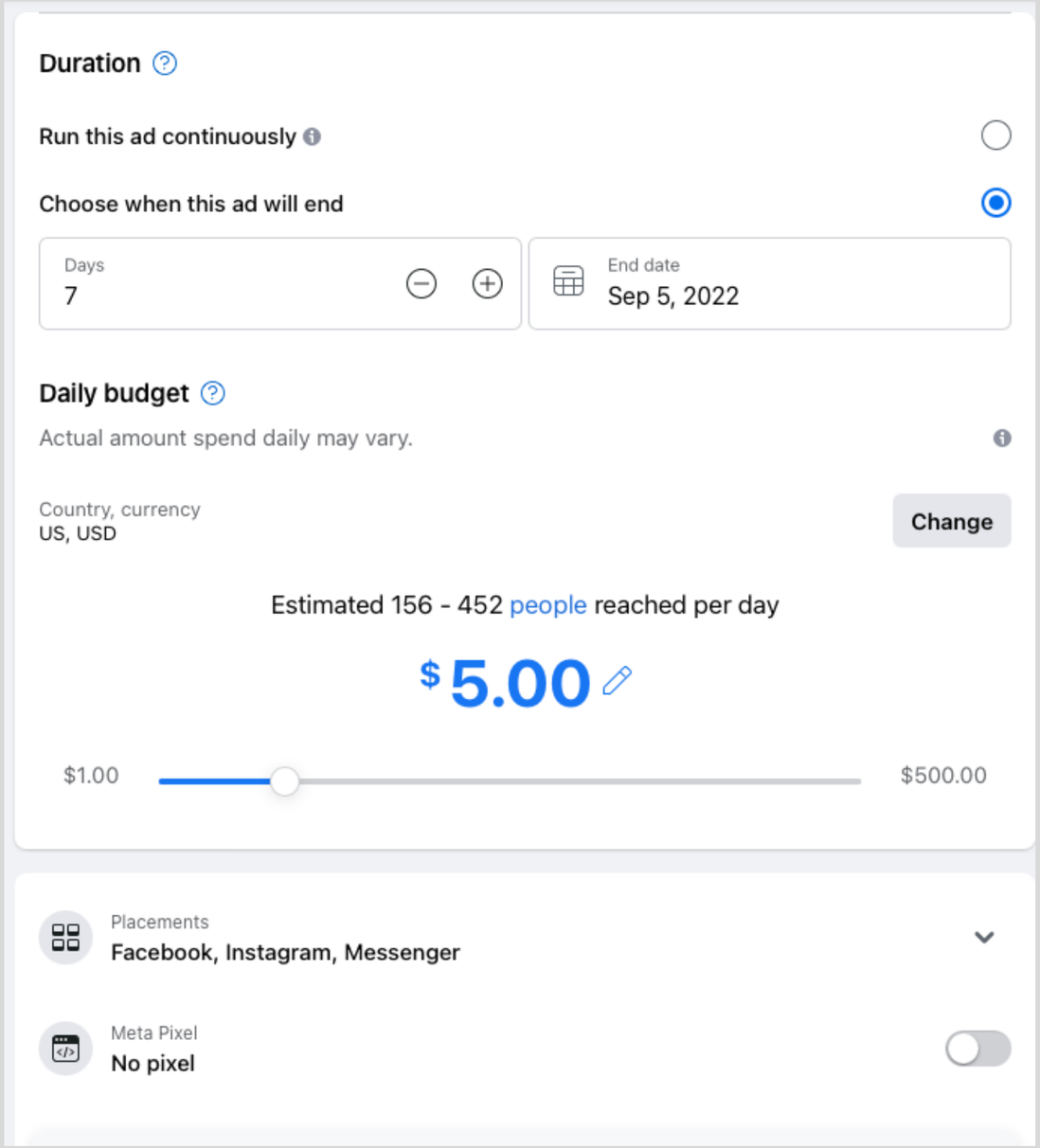
After selecting your ad content, it's time to choose how long you want your ad to run and how much money you want to spend.

The more money you spend, the bigger the audience reach.

For example:
If you spend $5 for 7 days in the city of Sacramento, you'll only reach about 156-452 people a day, but if you spend $200 for 7 days, you'll reach 52k - 151k people.

If you spend $10 for one day, you could reach 1.1k - 3.2k people.

You can always increase the amount of money and days while the ad is running.

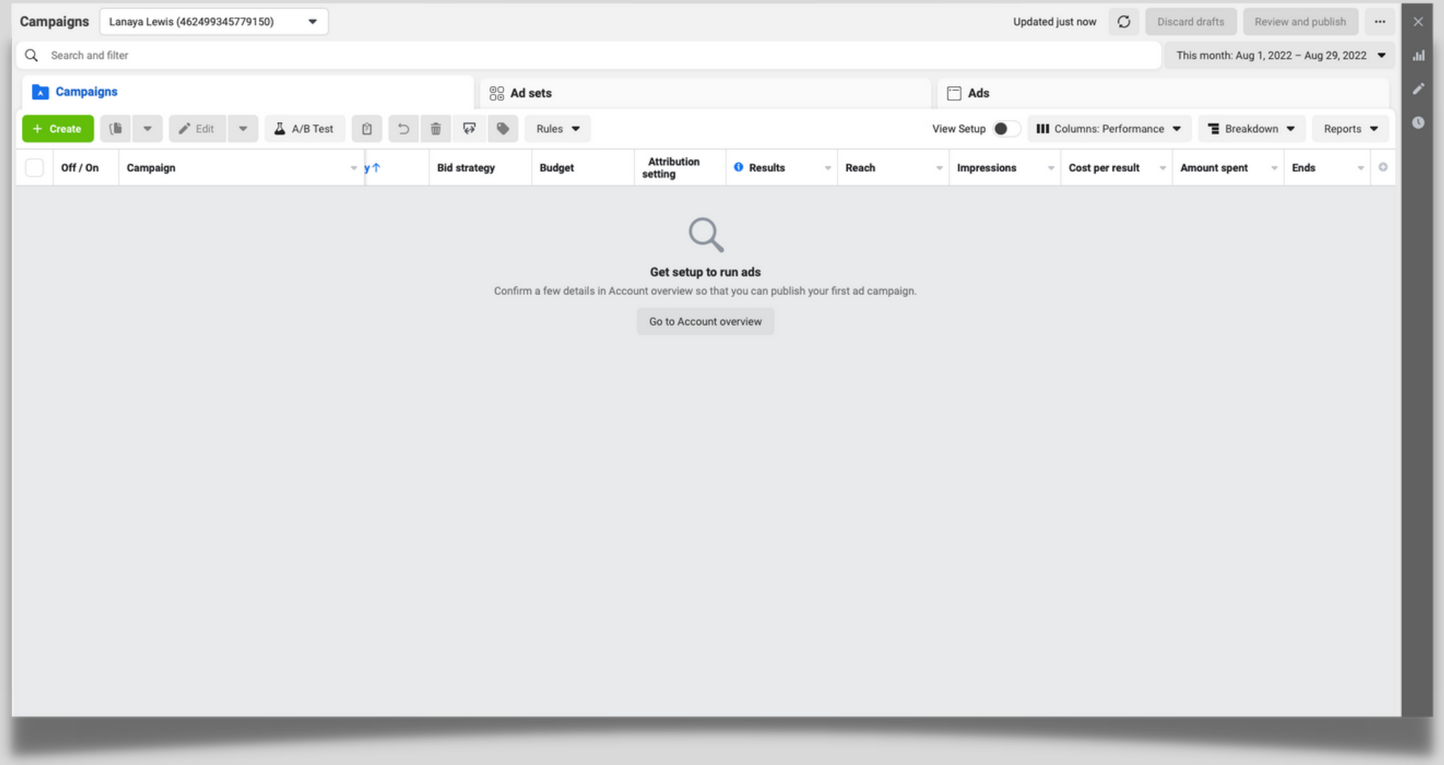


Ad Manager

Keep track of your ads

After publishing your ad, you can track its progress directly on the post or through "ad manager."

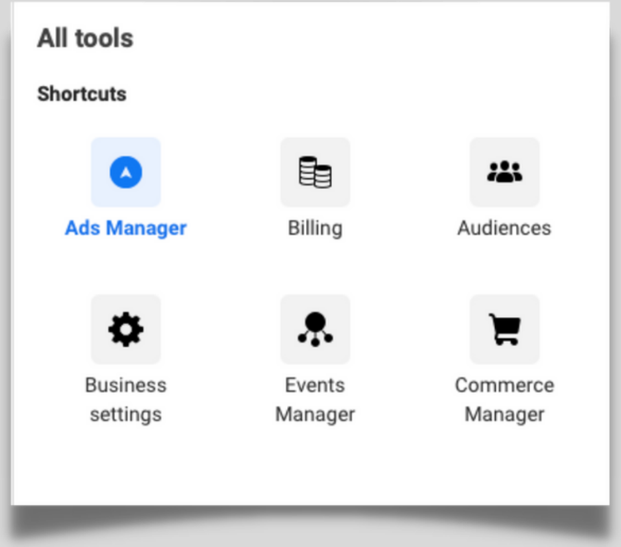
If you have a campaign (multiple posts for a specific event or season perhaps), they'll live in the ad manager tab.

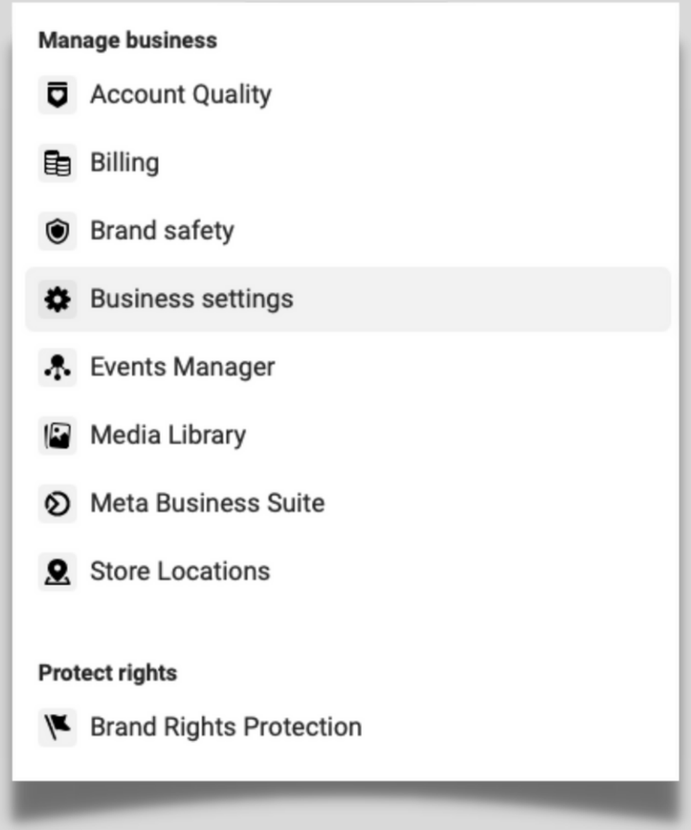


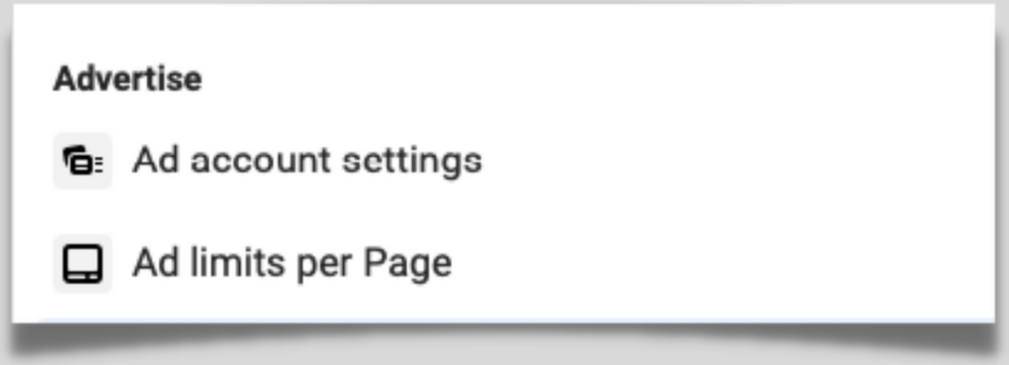
Ad Manager

Ad manager menu

In the manager menu, you can update your payment information, change business settings, add media (pictures and video), and add ad restrictions.







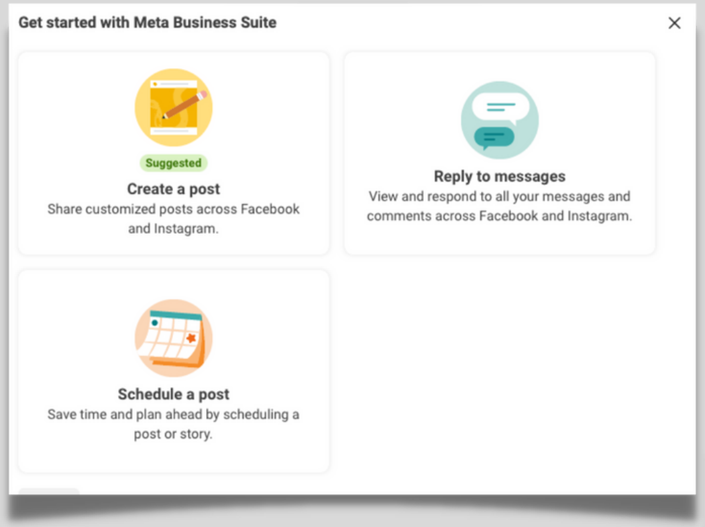
Meta Suite

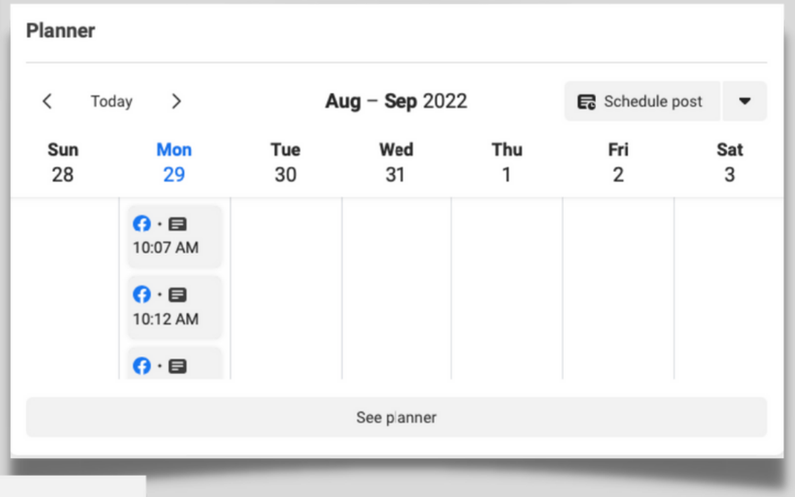
Your all-in-one

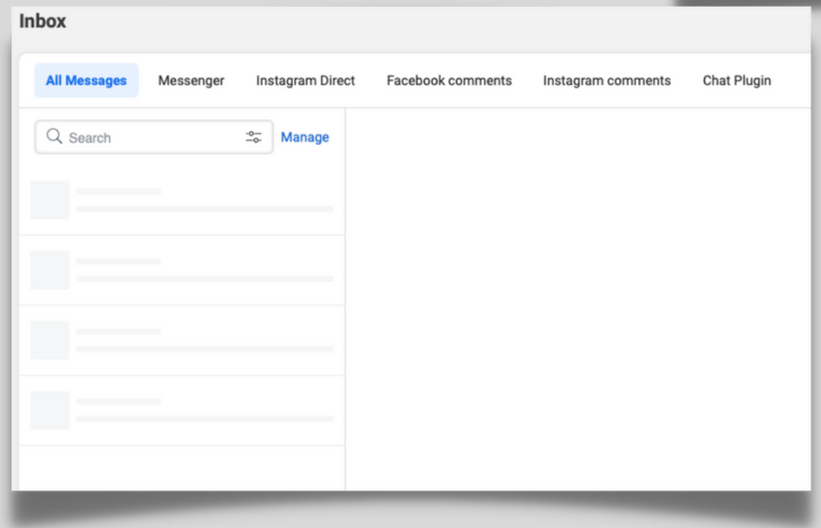
Meta is the parent company of Facebook, which also owns Instagram.

The Meta Suite is where you can create posts, monitor messages and comments and schedule posts for both platforms.

This will help you keep a consistent presence on social media.







Verified Check

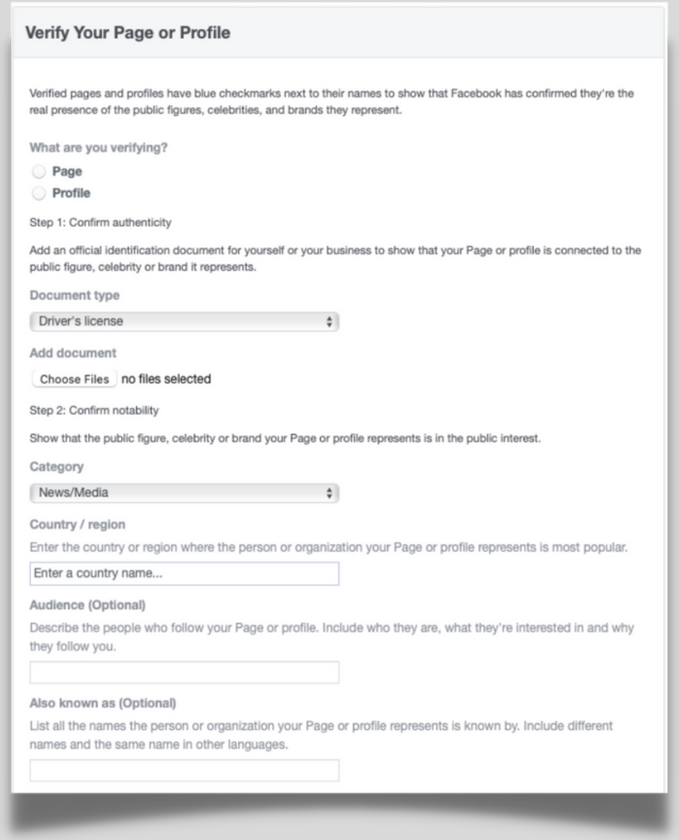
Applying for verification

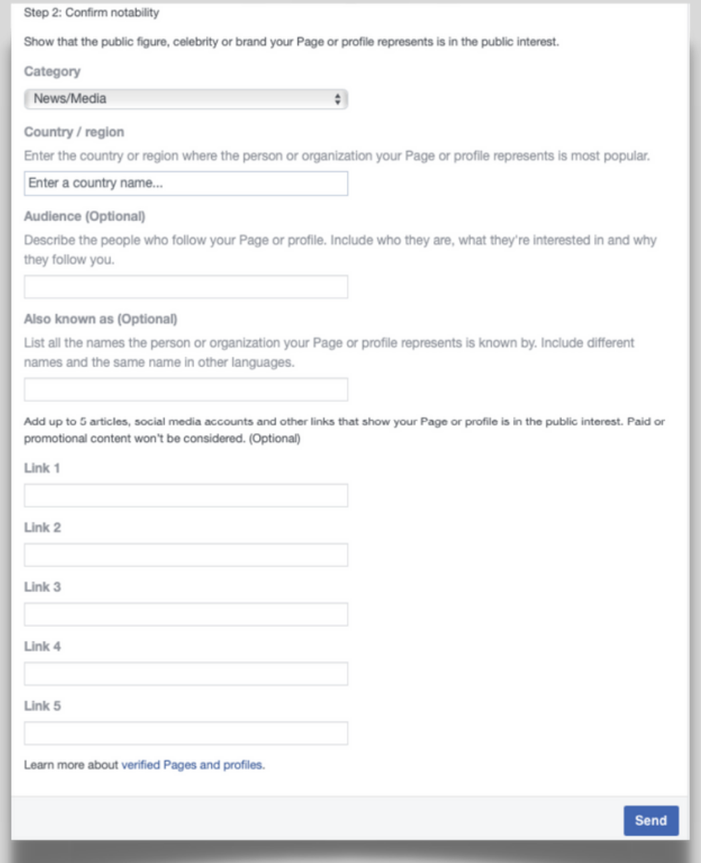
It can be difficult to get a blue, verified checkmark, but don't give up!

Facebook will ask you a series of questions as to why your page should be verified.

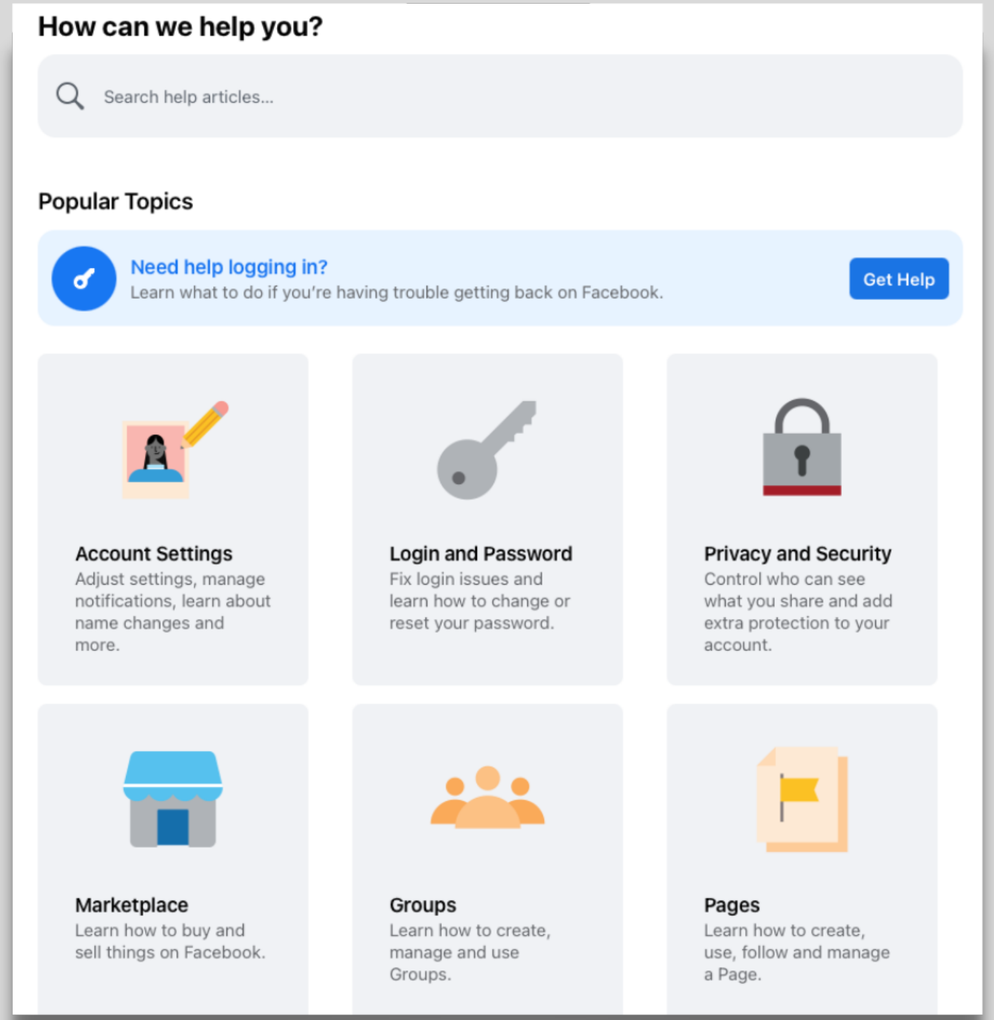
They must confirm your identity, public influence and if that same influence carries across other platforms.

If denied, you can reapply, but there might be waiting stipulations.





Still Need Help?

Facebook Help Site

Get your questions answered here:
https://www.facebook.com/help