



# From Best Guess to Best Practice

Facebook Business Pages

facebook  
f w i g l o



1

What is a Business Page?

2

Why do you need a Business Page?

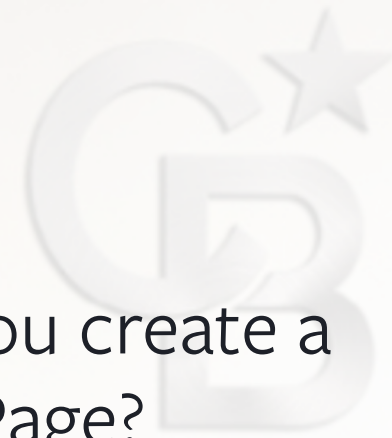
3

How do you create a Business Page?



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What are best practices for Business Pages



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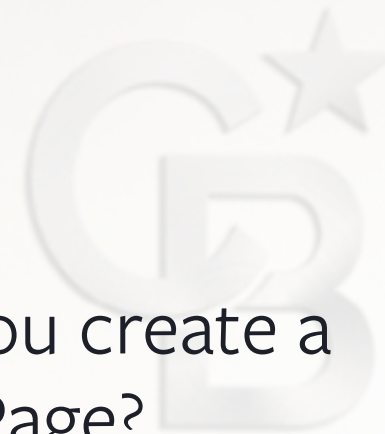
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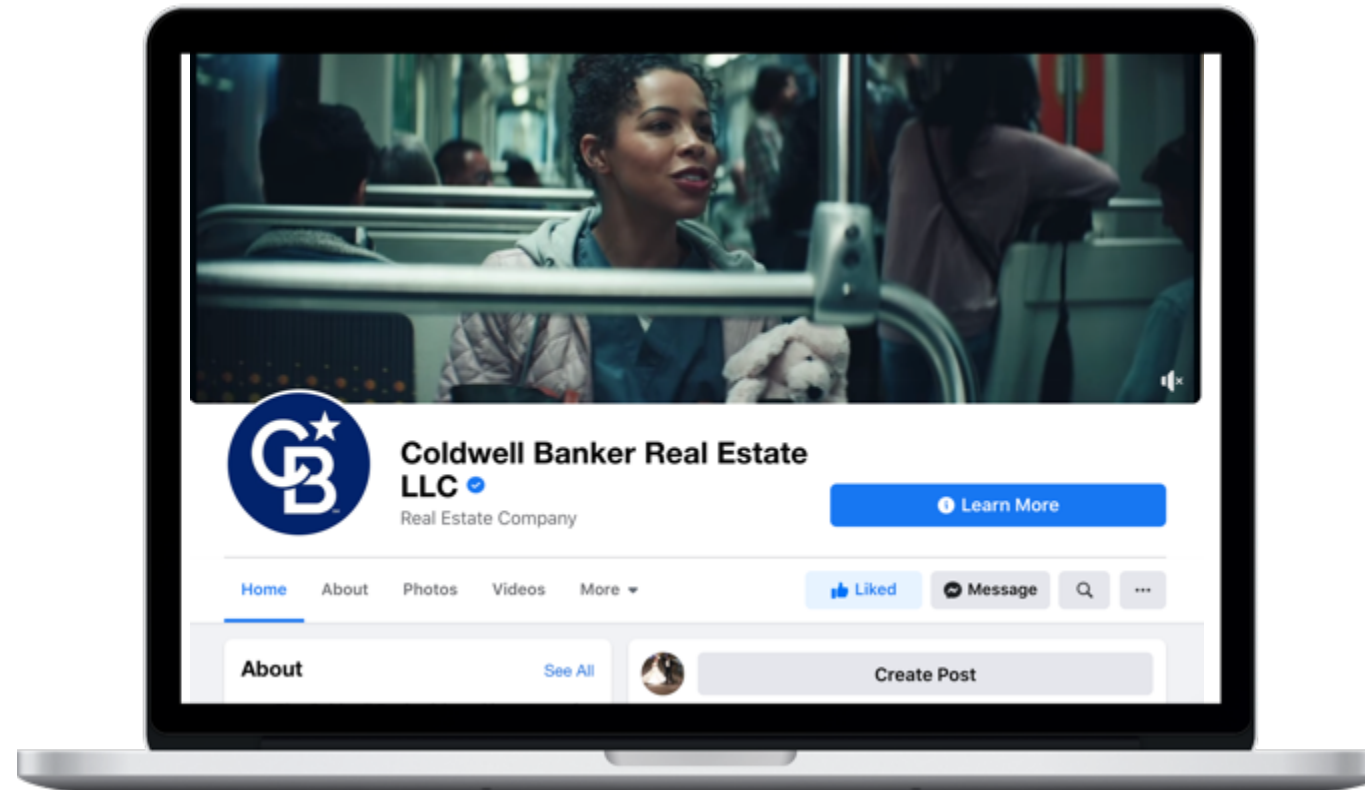


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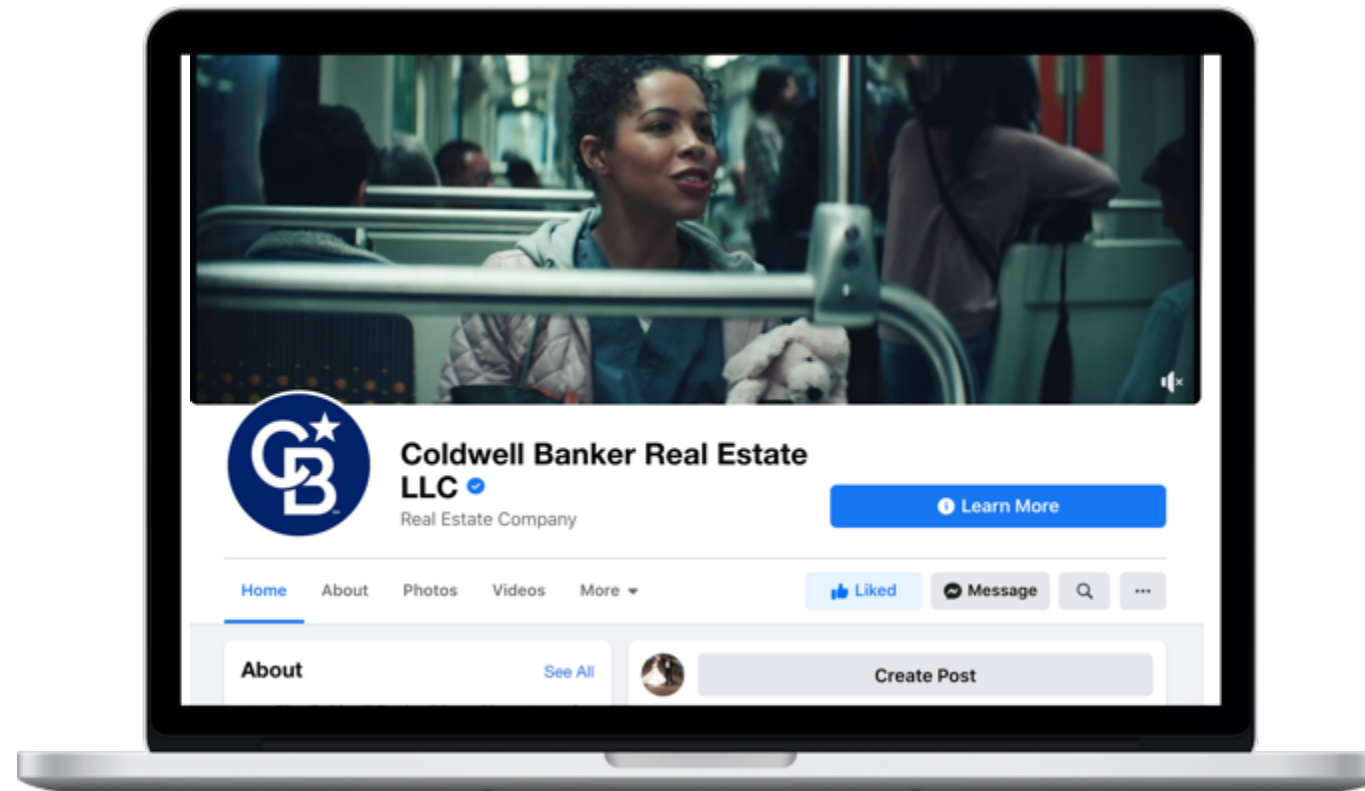
# What is a Facebook Business Page?

A Page is very similar to a profile, but for a business or brand rather than a person. A Page is meant to be the official Facebook presence of a brand, is always public, has “followers” instead of “friends,” and is a place to connect with your fans, followers, and communities as your brand

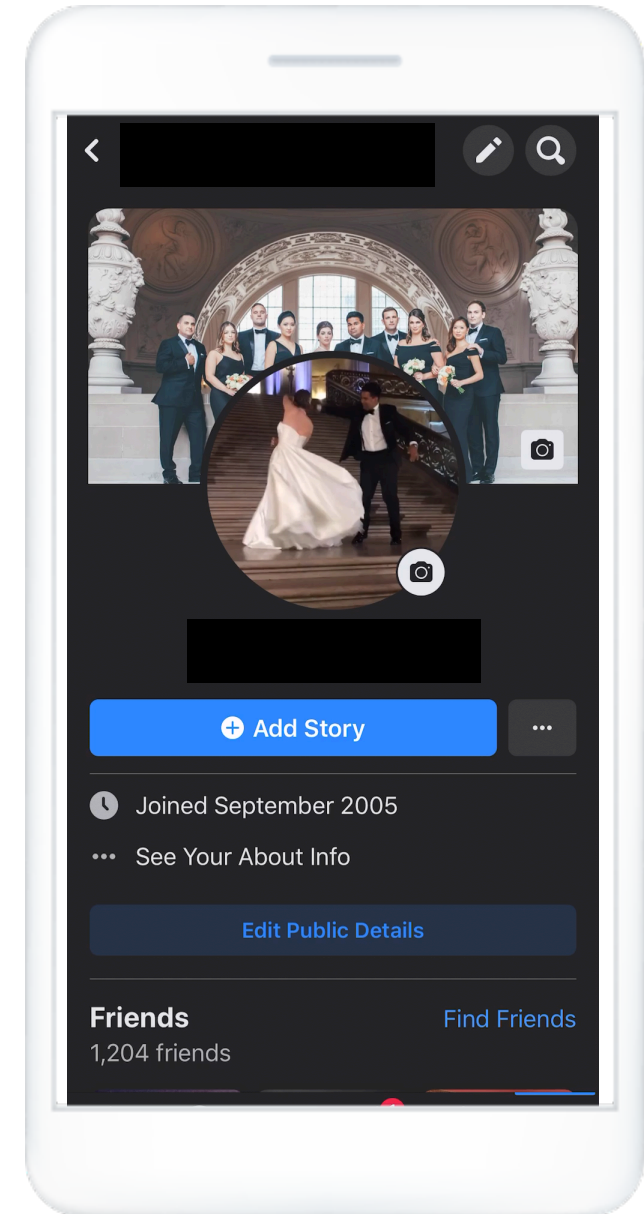
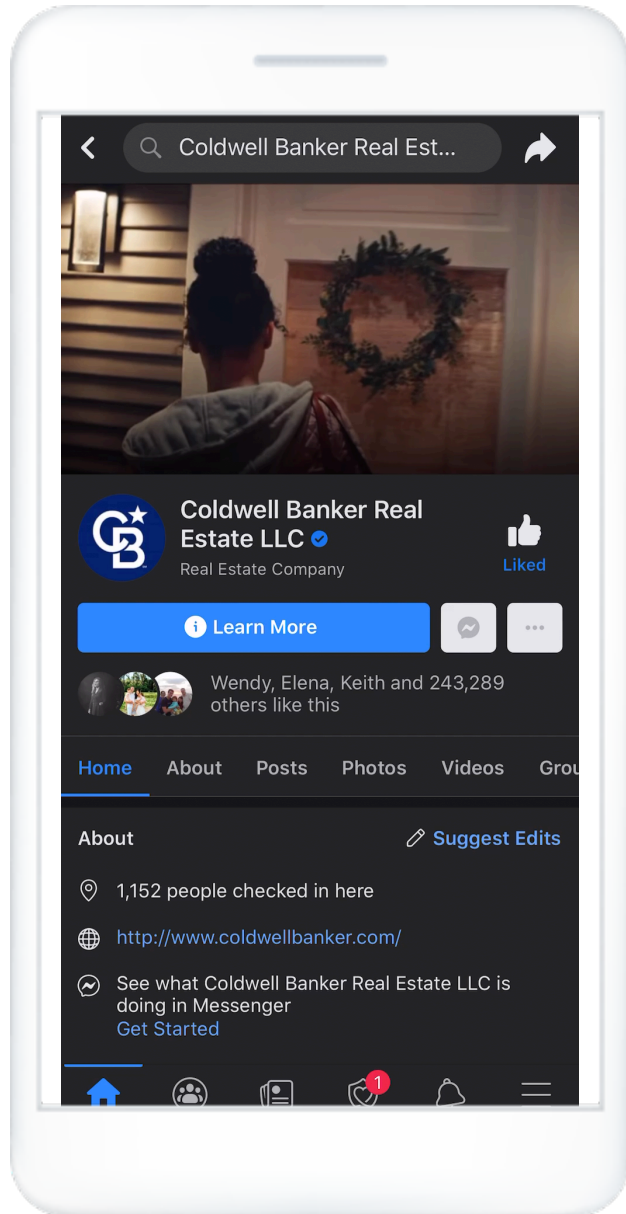


# What is a Facebook Business Page?

Think of your Facebook Page as a digital home for your business. A business Page helps people find your business, and learn more about what you have to offer. It's a place where you can interact with your customers and where people can reach out to chat and ask questions.



# Side by side comparison of a Page and a Profile



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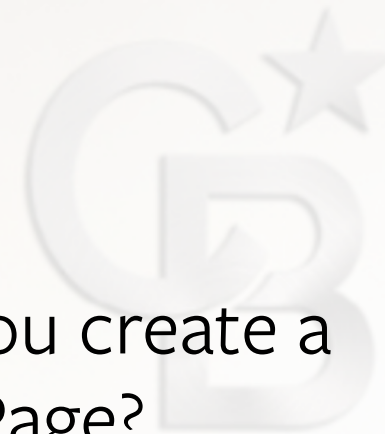
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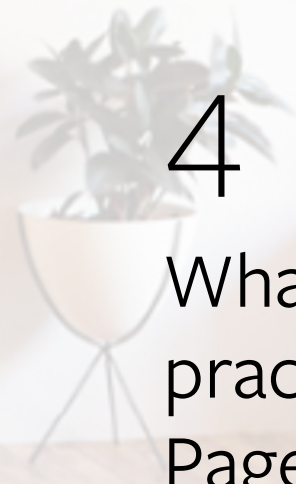
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# 8 out of 10

of people reported using their smartphones to  
**interact with local businesses**



# 3 out of 4

Facebook users in the US say they visit the  
Facebook Page of a **local business** at least  
**once a week**

Source: Local shopping study' by Factworks (Facebook IQ-commissioned research study of 1,537 people 18+ across the US, ((1,344 monthly Facebook users, 193 non Facebook users) April - May 2017.)





# Why do you need a Business Page?



A Page has tools to help you grow your business, connect with customers and see how people interact with it.

- Benefits:
  - Support a digital storefront for your business
  - Connect with customers and people interested in your business
  - Unlock business tools and advertising opportunities to grow your presence and reach your goals

# Why do you need a Business Page?



## Build a Community

You can post updates, pictures and videos to communicate with your customers. You can also message them directly.



## Use Business Tools

You can create events, manage appointments, hire employees and sell your products directly on your Page.



## Understand Your Customers

You can learn what your customers care about and how often they interact with posts on your Page.

A QUICK BREAK FOR

Questions?

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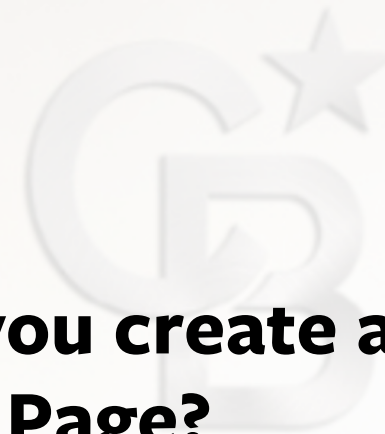
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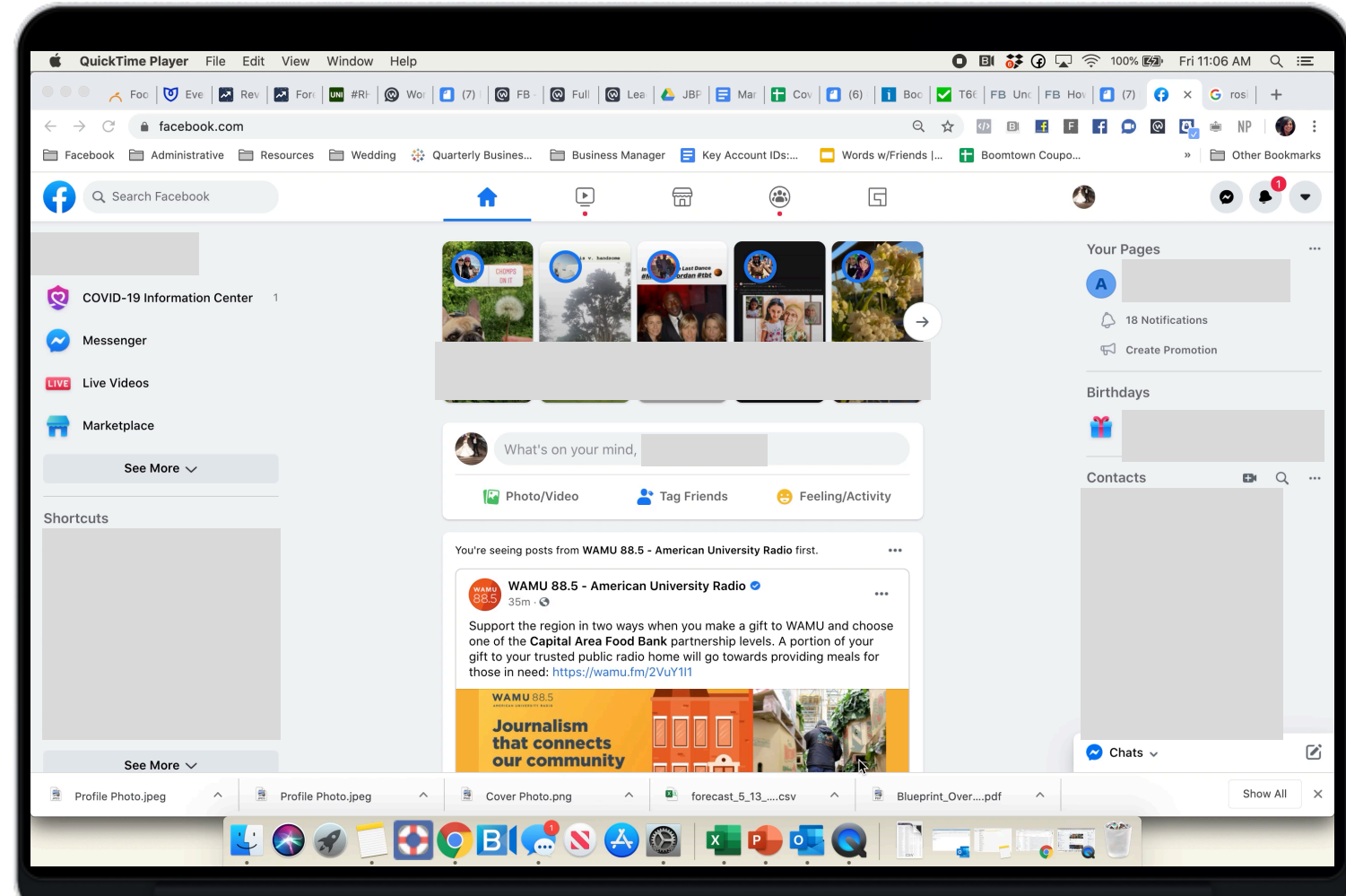


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# How to create a Facebook Business Page

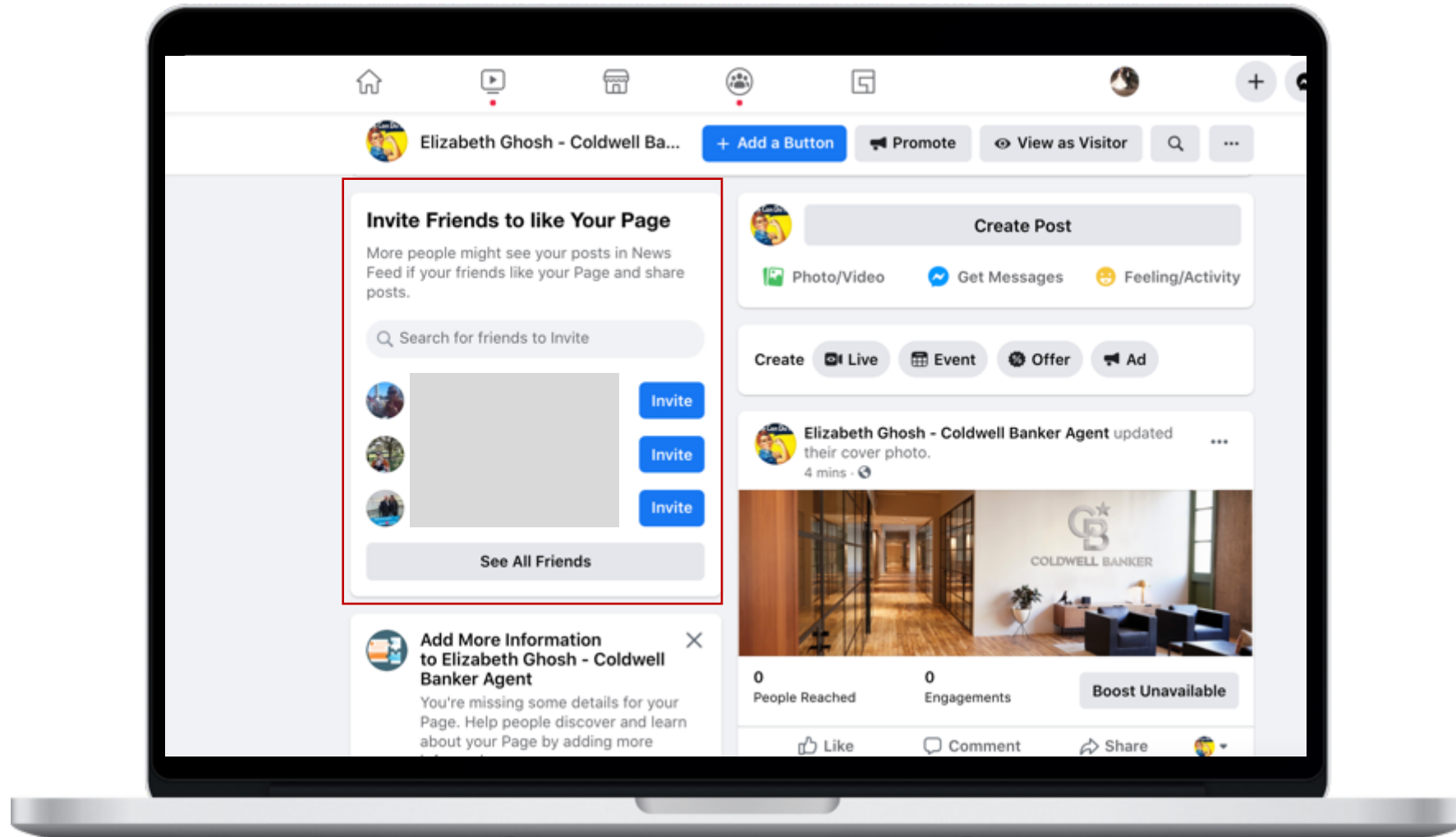
Before you create a Page for your business, you must have a Facebook profile.

1. At the top of your Facebook homepage, select **+** and choose **Page**.
2. Give your Page a name, add a category (this is a way for people to find you when they search for a type of business) and write a brief description. Select **Create Page**.
3. Add a profile photo for your Page so people recognize your business. Add a cover photo or video for your Page to tell people more about you. When you're finished, select **Save**.
4. **Add a Button** to include a call to action for your Page. Best options include Book Now, Call Now, or Send Message/Email.
5. Scroll down to your About section and select **Edit Details**. Choose **Contact** at the top and include important information for people to get in touch with you, such as your phone number, email, and website.



# Once your Page is ready to go live, invite people to like your Page

You can invite your friends on your personal profile to like your Page!



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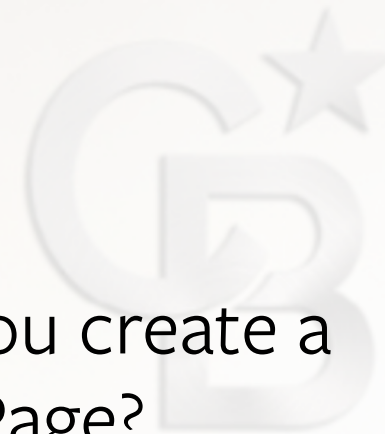
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# Build a following of people who are interested in your service



## **Share your Page in your personal News Feed**

Tell your friends and family about your Facebook Page. Ask them to like the Page and to share it with their friends and communities.



## **Join or create relevant Groups from your Page**

By posting as your Page in groups relevant to your business, you can reach people interested in what you do and increase your Page following. If you don't find any suitable groups, you can create your own to build a community and increase engagement with your business Page.



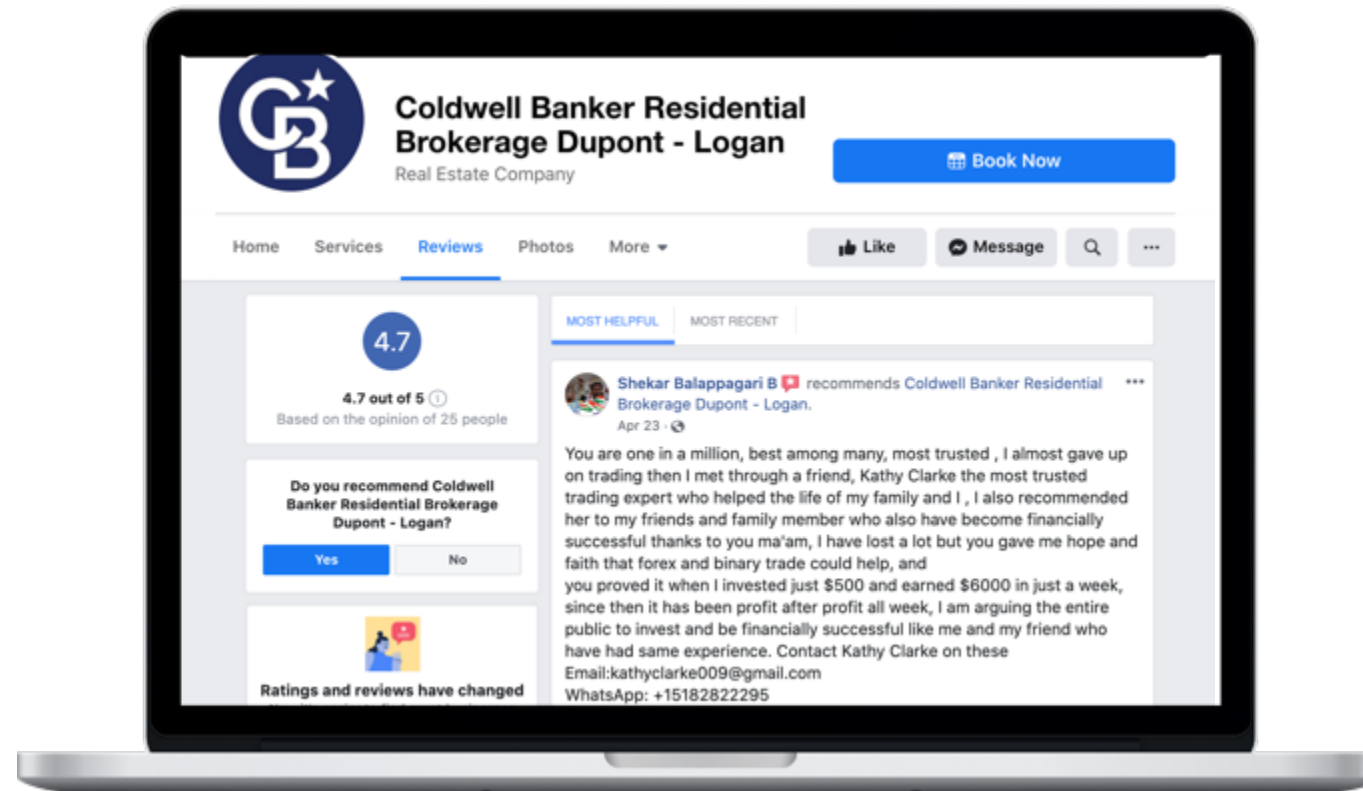
## **Share your Page outside of Facebook**

Don't forget about other platforms. Share your Facebook Page on your website, in marketing materials and in blog posts to make sure that everyone who might want to follow your Page sees it.



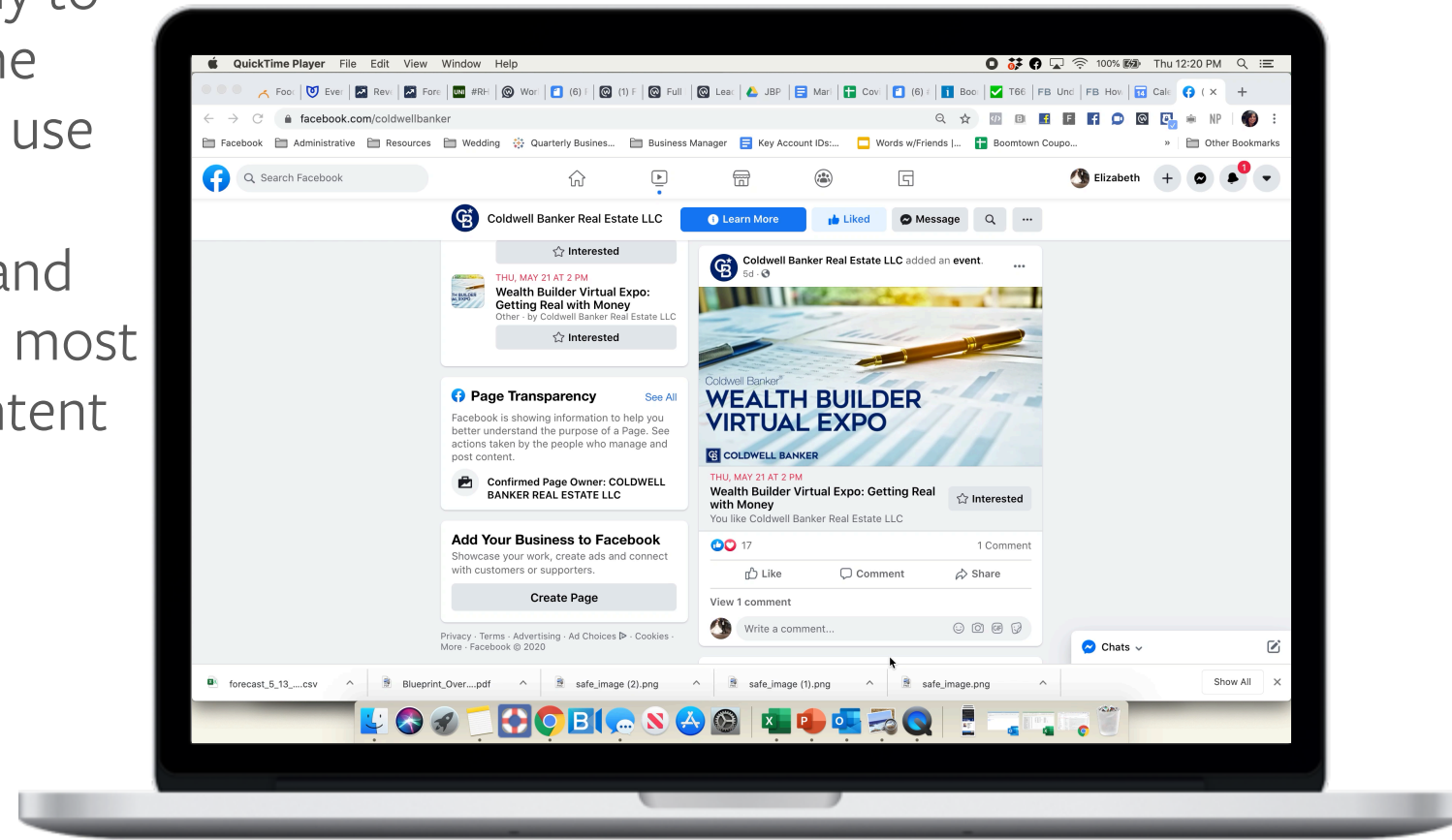
# Encourage people to post ratings and reviews to your Page

- Page ratings and reviews can help build trust and credibility for your business.
  - When people write a review, they can choose whether or not to recommend your Page. When they publicly recommend you in a group or to their friends, it will appear on your Page where everyone can see it.
  - When someone leaves feedback on your Page, you can comment back to thank them. When you follow up with your Page visitors, they are more likely to recommend your Page to others.

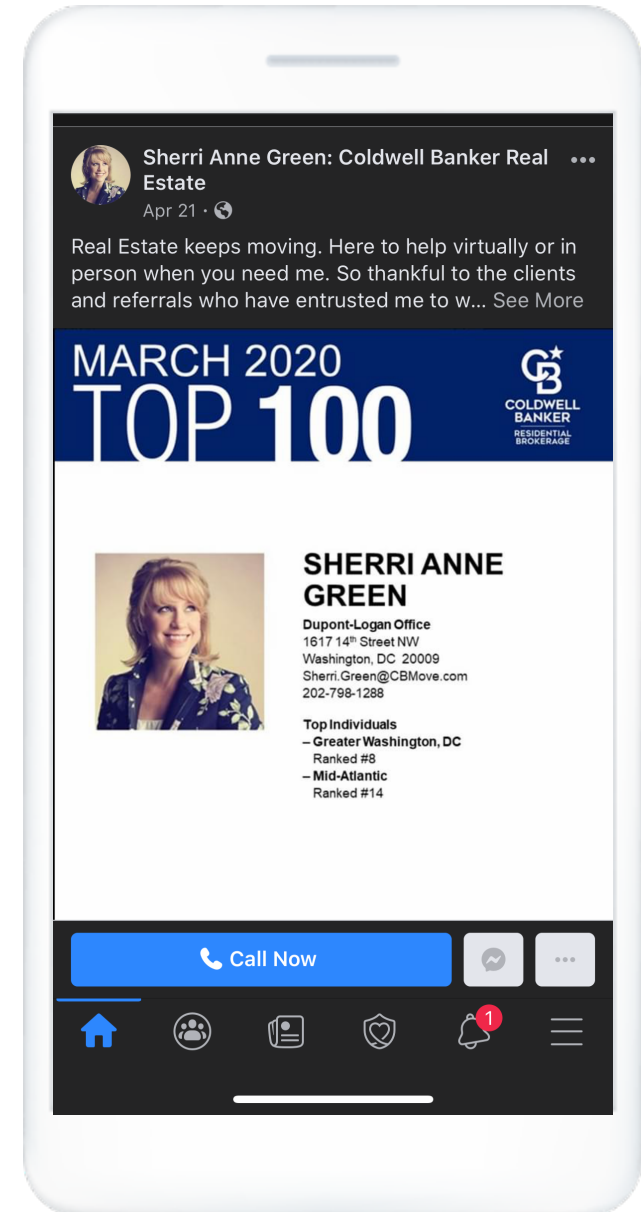
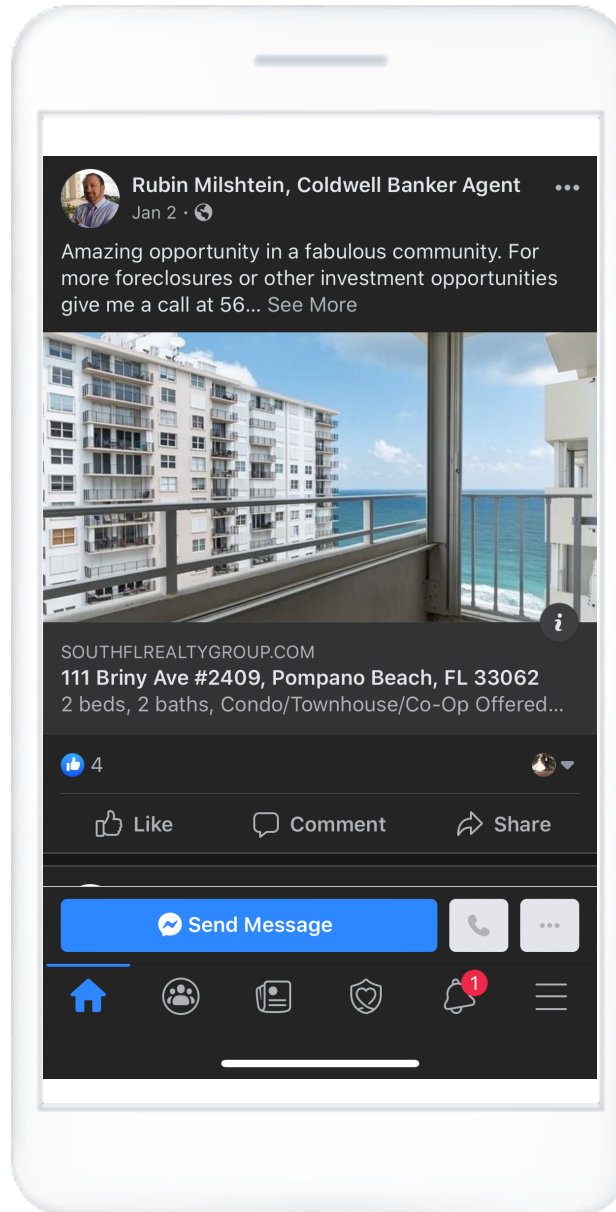
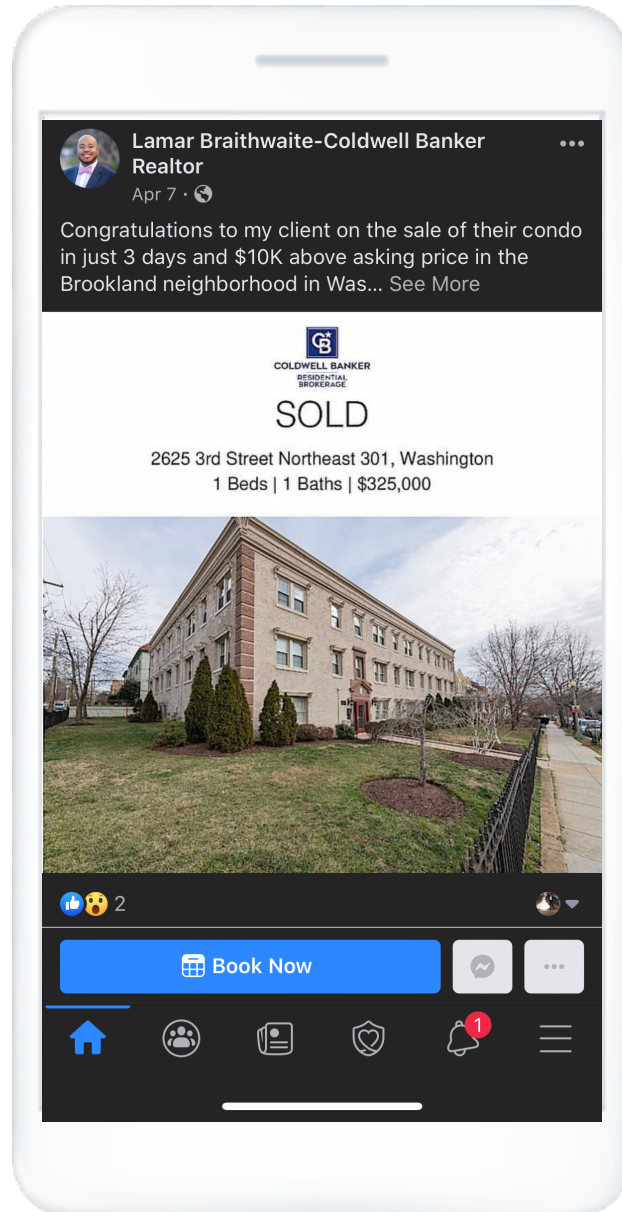


# Establish a regular cadence of publishing content to your Page

- Maintain an active community
  - If people come to your Page and see that it's active, they are more likely to like your Page and engage with the existing community. You can also use Page Insights to see when your followers are most active online and what kind of content attracts the most engagement, then tailor your content accordingly.



# Publish content to your Page that is relevant and valuable



ANY OTHER

Questions?

Blueprint is Facebook's global education and training program that empowers advertisers and businesses of any size to reach their business goals with Facebook's family of apps and services.

Learn more at  
[facebook.com/blueprint](https://facebook.com/blueprint)





Thank you

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